AUGUST 31, 1959 THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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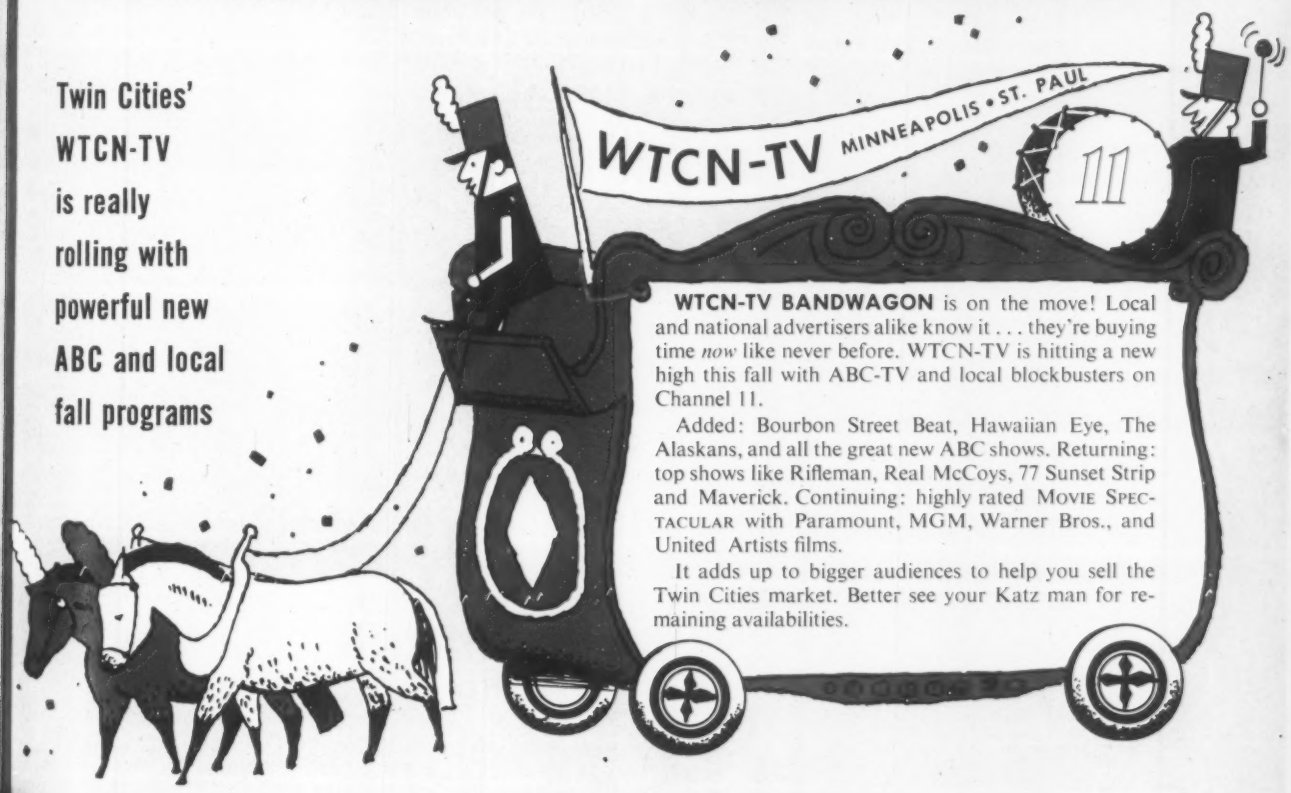
They're all

CLIMBING ABOARD!

Twin Cities' WTCN-TV is really rolling with powerful new ABC and local fall programs



WTCN-TV BANDWAGON is on the move! Local and national advertisers alike know it . . . they're buying time *now* like never before. WTCN-TV is hitting a new high this fall with ABC-TV and local blockbusters on Channel 11.

Added: Bourbon Street Beat, Hawaiian Eye, The Alaskans, and all the great new ABC shows. Returning: top shows like Rifleman, Real McCoys, 77 Sunset Strip and Maverick. Continuing: highly rated MOVIE SPECTACULAR with Paramount, MGM, Warner Bros., and United Artists films.

It adds up to bigger audiences to help you sell the Twin Cities market. Better see your Katz man for remaining availabilities.

HOP ON OUR BANDWAGON TODAY...

WTCN-TV AND RADIO

ABC STATIONS FOR MINNEAPOLIS • ST. PAUL

BIG AGGIE'S SALES FLING HIGH IN SCOTLAND (SOUTH DAKOTA)

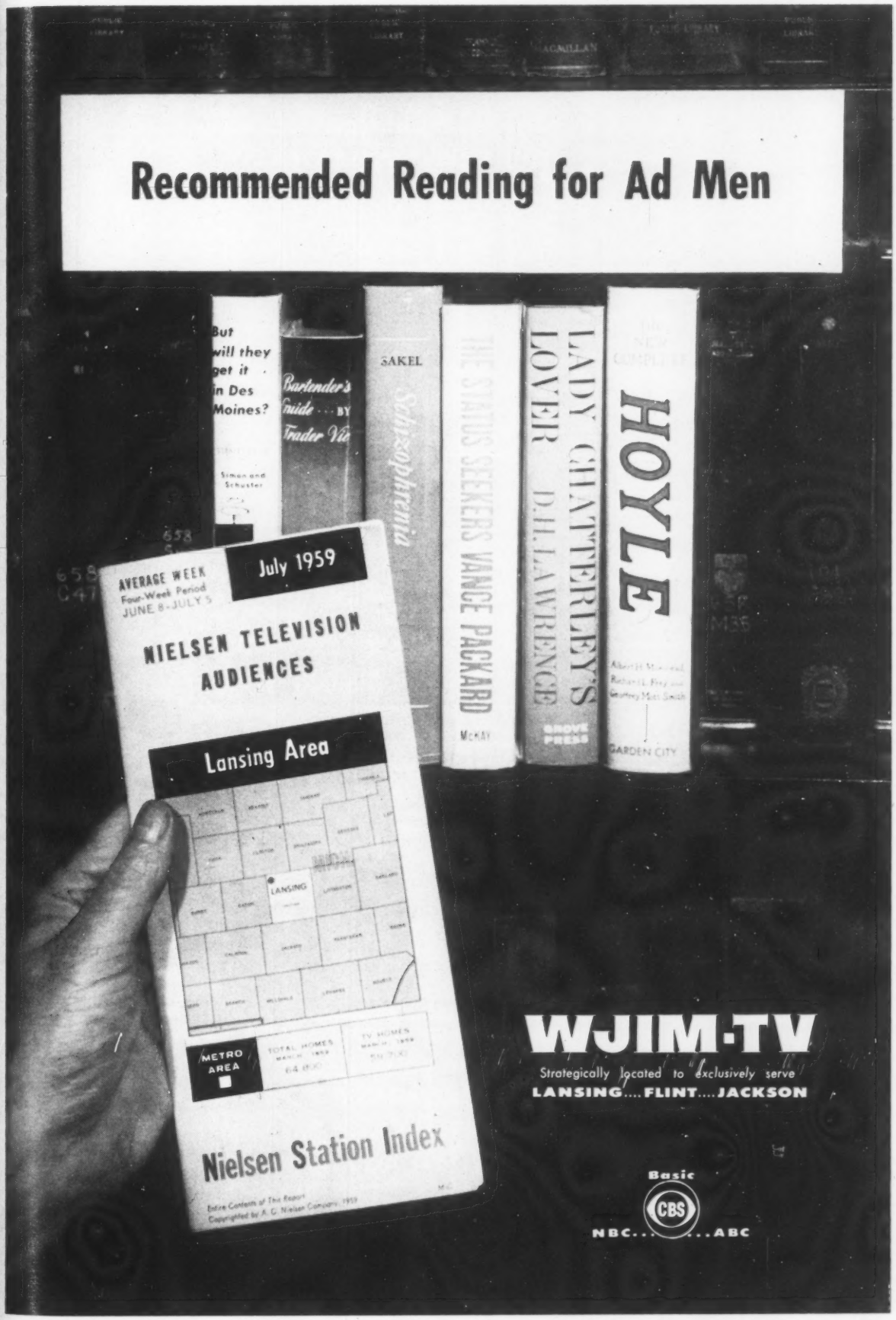
Any thrifty advertiser takes a shine to Big Aggie. For Big Aggie Land—the vast, 175-county area in six states with over 1000 other communities—is one of the nation's best buys in radio. WNAX-570 delivers a 66.4% share of 609,590 radio homes—2¼ million people with $3 billion to spend. Bib Aggie Land is rated by NCS#2 as the nation's 41st radio market. Profitable promotion in this prosperous market begins with WNAX-570. See your Katz man.

WNAX-570 CBS RADIO

PROGRAMMING FOR ADULTS OF ALL AGES

PEOPLES BROADCASTING CORPORATION
Yankton, South Dakota Sioux City, Iowa

Recommended Reading for Ad Men



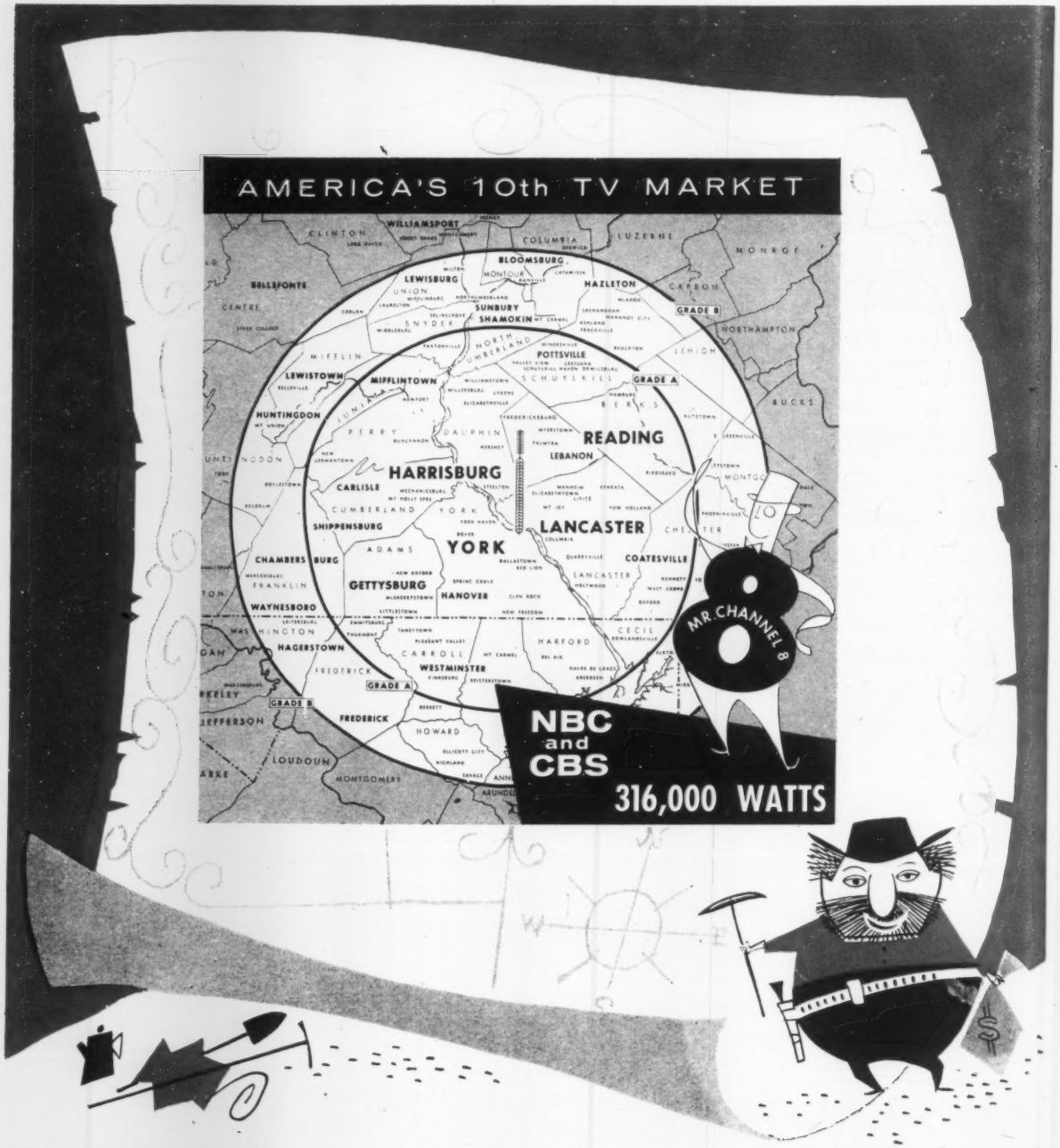
WJIM-TV

Strategically located to exclusively serve

LANSING....FLINT....JACKSON

Basic CBS

NBC...ABC



WGAL·TV

LANCASTER, PA.

Rich in prospects, rich in opportunity! In America's 10th TV Market, your product advertising strikes pay dirt every time. The reason: 3¾ million people, 946,863 TV sets, $6¾ billion annual income, $3¾ billion retail sales. ARB and Nielsen show the WGAL-TV audience in this rich market area is greater than the combined audience of all other stations viewed there.

Channel 8
NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT

Six TIC 'finalists' • It's touch and go on choice of director for television "image" project by nine-man Television Information Committee. Names of six "finalists" will be before TIC at Wednesday's meeting in New York: George Rosen, radio-tv editor of *Variety*, active aspirant supported by NBC and ABC with CBS willing to go along; Lester W. Lindow, executive director, Assn. of Maximum Service Telecasters; Theodore F. Koop, CBS Washington director of news; Richard Pack, vice president, programming, Westinghouse Broadcasting Co.; Fred Kugel, *Television Magazine*; Howard London, former radio-tv director, *March of Dimes*.

There's alternate proposal for dual directorship of Lindow as coordinator and Rosen as publicist. Lindow is not candidate and MST board would be loath to have him leave. Neither Koop nor Pack are candidates, but were proposed by supporters. TIC Chairman Clair McCollough, Steinman Stations, seeks unanimous vote, but may have to settle for majority or even impasse and further delay. Committee wanted to start director at $25,000 and have him work his way up, but there's talk of going as high as $40,000 per year for three years for right man.

Nip and tuck • Ratings followers may see end of one of that pastime's longest winning streaks this week. And CBS-TV, which has stressed being No. 1 in average audience in every Nielsen report since July 1955, may have to give up favorite theme. It all rests on one-tenth of rating point. Advance figures on first August Nielsen report (two weeks ending Aug. 9) show NBC-TV ahead by just that much (15.6 to CBS-TV's 15.5). Odds are that preliminary figures will hold up in final report, but there's still slender chance that corrected report will reverse positions. Same advance figures give ABC-TV 14.9 rating. Report covers all sponsored shows 6-11 p.m. Monday-Sunday.

Spot tv tops network • For first time, it looks as if spot television time billings have exceeded networks' on semi-annual basis. Preliminary figures indicate spot's gross volume was in neighborhood of $315 million for first half of this year, compared to $309 million for network. (Figures, both at all-time high, are for time only; inclusion of production costs would keep network billings well ahead.) Figures are compiled for TvB by N.C. Rorabaugh Co. (spot) and LNA-BAR (network).

GE is shopping • General Electric Co., pioneer in broadcasting, which is among groups seeking full quota of stations (CLOSED CIRCUIT, Aug. 17) already has made overtures in one direction which did not mature. Company, which now owns only WGY (AM), WGFM (FM) and WRGB (TV) Schenectady, discussed possible acquisition of Corinthian stations from J.H. Whitney & Co. and even inspected properties. But last week Corinthian executives denied any intention to sell or trade.

Reports of GE-Corinthian conversations involved possible exchange of GE stock for properties. Corinthian stations are: KOTV (TV) Tulsa; KHOU-TV Houston; KXTV (TV) Sacramento; WANE-AM-TV Fort Wayne and WISH-AM-TV Indianapolis.

Sing donkey serenade • Contrary to published reports, Democratic National Committee isn't getting cold shoulder from advertising agencies on handling of its 1960 election year account (it will run an estimated $3 million aside from collateral state and local budgets). Chairman Paul Butler told BROADCASTING Friday that number of important agencies have evinced interest, among them: Norman, Craig & Kummel, which handled account in 1956; Erwin Wasey, Ruthrauff & Ryan; Guild, Bascom & Bonfigli; Doyle Dane Bernbach; Doner & Peck; Kastor, Hilton, Chesley, Clifford & Atherton and Johnson & Lewis Inc. of San Francisco.

Consent decree near? • Is there prospect of settlement by consent decree of Dept. of Justice anti-trust suit against RCA-NBC involving latter's acquisition from Westinghouse of Philadelphia ch. 3 WPTZ and KYW (now WRCV-AM-TV)? Both department and RCA-NBC decline comment on report that conversations are underway but it was learned authoritatively that Bernard C. Segal, Philadelphia counsel for RCA-NBC, although preparing case, has been in negotiation with Antitrust Division attorneys. Department's suit contends Westinghouse was "coerced" into making swap of Philadelphia stations to NBC for its Cleveland outlets (now KYW-AM-TV) plus $3 million.

Having no direct connection with antitrust suit but possible bearing on out-of-court settlement of Philadelphia case, is pending protest of Philco against renewal of licenses of Philadelphia stations to NBC. FCC had upheld NBC's contention that Philco was not party in interest but Court of Appeals reversed decision and Supreme Court refused certiorari. *Oral arguments before FCC in keeping with lower court mandate are scheduled for Oct. 1. Philco, original licensee of ch. 3 Philadelphia station, contends its ownership by RCA through NBC is unfairly competitive in manufacturing field. In separate action, Philco is suing RCA for $150 million in antitrust proceeding.*

Master of follow-through • Unbeknownst to even most of his colleagues, CBS Inc. President Frank Stanton followed through on amendment of Sec. 315 as persistently as if it were his only function. While in Soviet Union early this month, he kept in communication with key members of both House and Senate committees and, after his return Aug. 17, made several trips to Washington contacting practically all of even dozen conferees, not once but several times. Conference members mentioned fact that he was practically only broadcasting executive who maintained such contacts every inch of way.

Network radio coup quietly accomplished • Nationwide Insurance Co., Columbus, Ohio, will expand its sponsorship this coming season of *The Hidden Revolution* produced by CBS Public Affairs. Advertiser last season backed six half-hour programs which treat social issues of times. Coming up: Eight programs, two in hour-length form, rest half-hours. Ben Sackheim, New York, is Nationwide's agency.

Musical chairs • Prospect of musical chairs game developing in Richmond (Va.) tv network affiliations was seen in some quarters last week—but couldn't be seen at all in others. Speculation was stirred by joint announcement that CBS-TV and WRVA-TV would part company next May 29 (see page 74), with announcement specifically withholding any hint of new tie-up for WRVA-TV. (Circumstance that WRVA already has moved to NBC Radio because of CBS Radio's Program Consolidation Plan did nothing to discourage speculation). Authorities at ABC-TV, losing WTVR (TV) affiliation to CBS-TV in current deal, say they're "studying the situation"—implication being they might negotiate with either WRVA-TV or WXEX-TV —but NBC-TV officials, whose contract with WXEX-TV runs beyond next May, say they're "completely happy" with present situation and foresee no changes.

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The Media Surveys You Use Show Conclusively . . .

WTVJ

Is South Florida's **LARGEST** Daily Circulation Medium

Only **WTVJ** *— with unduplicated network signal — delivers TOTAL COVERAGE of South Florida!*

Authoritative current circulation criteria verify that WTVJ is first . . . in daily *penetration* of America's fastest-growing area market, in daily *circulation* among South Florida's buy-conscious permanent residents.

Within South Florida's fabulous Gold Coast alone, WTVJ is viewed *daily* in 27% more homes than the area's principal newspaper is read. Complete details are available from your PGW Colonel or WTVJ Sales.

WTVJ South Florida

CBS **CHANNEL 4**

Represented Nationally by: Peters, Griffin, Woodward, Inc.

WEEK IN BRIEF

MR. STONE

How often must you change radio copy? • Not any more often than is absolutely necessary, if you really want to "burn in" your identification with your audience, according to Joseph Stone, vice president and copy group head, J. Walter Thompson Co., New York. In this week's MONDAY MEMO, Mr. Stone answers on how long a spot can run, whether jingles are more effective than talk, and other questions of prime interest to agencies, advertisers and stations. Page **29.**

Play for pay: the payola racket • Do recording companies control America's radio music programming? Special BROADCASTING report sifts charges and counter-charges of one of radio's most elusive—and hardiest —rumors. Page **35.**

Tv networks' toppers • Anacin in front in June gross billing and for second quarter, Chevrolet is second. Procter & Gamble and R. J. Reynolds Tobacco each score with three brands in the leading advertiser list. Daytime billings increase during periods. Page **48.**

Local radio gains • Best year yet in local sales, RAB reports on heels of estimates that spot, too, is running ahead this year. Along with sales increases, stations are saving money by streamlining office procedures. And they're putting more money into programming. Page **62.**

News audience study proposal • CBS's Stanton in speaking to teachers of journalism in Oregon convention recommends continuing research to determine how well news gets across to the populace. He says CBS would support all-media effort. Page **66.**

Ad bans draw warning • Robert M. Feemster, Dow Jones & Co., tells American Bar Assn. how tax officials and other public agencies are restricting advertising. ABA convention fails to act on Canon 35 ethical clause barring tv and radio from courtroom. Page **72.**

Sec. 315 floor battle promised • Equal time amendment back on floors of both houses as conference committee agrees on language. Rep. Moss lodges strong protest and makes plans to launch fight against passage. Page **76.**

Catv, boosters before committee • Senate Commerce Committee meets tomorrow on catv booster legislation with attention focused on committee amendments to two bills. Page **76.**

FCC may investigate itself • Comr. Ford says probe might provide basis for list of Commission policies on programming. Tells West Virginia Broadcasters Assn. licensees now lack adequate information on FCC requirements. Page **81.**

Russia reconsiders tv • Report in Russian trade paper, specially translated for BROADCASTING, tells how Soviets seem to be changing face regarding tv advertising; how the medium seems to be a focal point in their new efforts toward increased consumer consumption. Page **97.**

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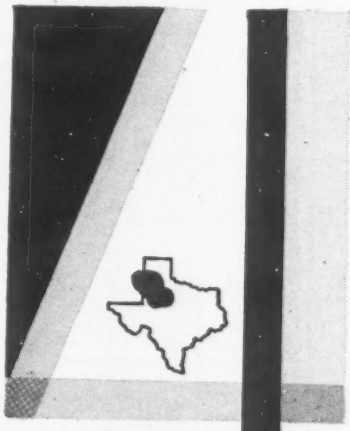


four markets combined into one economical purchase... 374,145 sets!

WEST TEXAS
TELEVISION NETWORK
KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE - SWEETWATER
KEDY-TV
BIG SPRING, TEXAS
KICA-TV
CLOVIS, NEW MEXICO
NATIONAL REPRESENT'VE
THE BRANHAM COMPANY

W. D. "Dub" Rogers, President and Gen. Mgr.

. . . It's a fact. The Lansing metro area is now ranked 69th nationally. (SRDS — MAY, 1959)*

WHAT'S THAT MEAN IN MONEY?

Take FOOD SALES for example.
Last year $90,681,000 was spent in the market on this item alone!

Yes, the Lansing market is BIG . . . and to serve it best, buy . .

WILX-TV
NBC • CHANNEL 10
STUDIOS IN LANSING
JACKSON
BATTLE CREEK

WILS
5000 WATTS
THE MARKET'S NO. 1 STATION

affiliated with WPON-PONTIAC
CONTACT VENARD, RINTOUL & MCCONNELL, INC.

*Population

Lansing's Stable AND GROWING Economy is Based on Industry, Education and Government

Wylie sees summer radio gain, tv loss

Radio is showing "real strength" during summer, with evening audience running larger than winter, according to William A. Wylie, associate director, Tv & Radio Program Dept., McCann-Erickson, New York.

In weekend talk to West Virginia Broadcasters Assn. at White Sulphur Springs (early stories page 81), Mr. Wylie said radio audience is significantly higher from January to June whereas tv viewing is down. He cited Nielsen figures to show trends.

Presiding at meeting was C. Leslie Golliday, WEPM Martinsburg, W.Va., president of association. Speakers included William S. Rine, vice president of radio division, Storer Broadcasting Co.; Maury Long, BROADCASTING, and FCC Comr. Frederick W. Ford.

"Why should advertisers pay winter tv rates during summer months when there is a big drop in tv sets-in-use?" Mr. Wylie asked. He suggested advertisers should enjoy lower rates during evening. Early evening is more affected than later hours, he added.

"Radio listening is significantly higher between 6 p.m. and midnight during June compared to January," he said. "This indicates some tv viewers substitute radio listening during summer months. All in all, radio hasn't suffered the marked decline experienced by tv from winter highs to summer lows."

Mr. Wylie commented that while networks have encouraged advertisers to stay on tv during summer through their annual discount plans, these discounts are not sufficient incentive to many advertisers when the summer viewing loss during evening hours is so marked."

NBC-TV talent hunt

Talent hunt is on at NBC-TV "full scale." Network will hold two auditions each week in New York starting about Oct. 1. Objectives of search: emcees and hosts for daytimers; singers, comedians and specialty acts for variety shows; "stars and leads" for NBC-produced pilots and dramatic actors for network-produced live programs.

Preliminary screening will be handled by Richard Kelly, manager, casting, and Edith Hamlin, assistant supervisor, casting. Most promising of talent will be further screened by David Tebet, NBC-TV's director, talent relations, who will direct talent search. Mr. Tebet reports to David Levy, vice president, NBC-TV programs and talent. Similar operation set for West Coast to be directed by Harold F. Kemp, director, nighttime programs. Talent selected will be signed to exclusive contracts and made available for performances. NBC-TV also has plans for talent unit that would be available to industrial groups and NBC-TV affiliated stations for special events and promotions.

Fast production

One week from signing of sponsorship contract to completion of first commercials—that's pace scored last week by Firestone Tire & Rubber Co., its agency (Campbell-Ewald, Detroit) and independent commercial firm (Videotape Productions of New York). Spokesmen gave this skeleton schedule: Aug. 21: Firestone signed for 14 half-hours of CBS-TV news coverage of Eisenhower-Khrushchev exchange visits (AT DEADLINE, Aug. 24); Aug. 22-24: conferences between Firestone and Campbell-Ewald officials, decision to include all six products, policy approval, script-writing, script approval, casting, etc.

Aug. 25, Videotape productions brought in; Aug. 26, production meeting in New York, metal products ordered from Akron, plastic from Dayton, Ohio, and Pottstown, Pa., foam rubber from New York; construction started on sets; Aug. 27: products arrive New York, preparations continued; Aug. 28: two commercials taped, for presentation Aug. 30 in second show of series (in first show, Aug. 27, commercials from old *Voice of Firestone* productions were used). People involved from start to finish: 35 to 40. Cost: to be computed.

TvB answers radio

Television Bureau of Advertising Friday (Aug. 28) issued statement claiming that delivered audience for individual program is "a more meaningful measure of television viewing than a total for an average day." Comment was made by Norman E. Cash, president of TvB, as reply to report from Sindlinger & Co. that number of people listening to radio surpassed the number of people viewing tv throughout July and in first two weeks of August (see story, page 66). Mr. Cash noted that figure for radio represents listening throughout 24-hour day on 3,300 radio stations while tv figure is concentrated in known sets-in-use patterns and on about 500 stations.

NBC closed circuit previews Ford plans

Network tv programming will provide "advertising voltage" for Ford to "reach every segment of the car buying public," James O. Wright, vice president and general manager of Ford Div. (Ford Motor Co.), told dealers in closed-circuit colorcast Friday.

Colorcast was initial drumbeat by Ford in presenting details on its upcoming network tv series of 39-week specials, *Startime*, plus weekly *Wagon Train* and *Tennessee Ernie Ford*, all three on NBC-TV. Also appearing on show were galaxy of tv stars, NBC Board Chariman Robert Sarnoff, and Hubbell Robinson Jr., former CBS-TV executive vice president and now executive producer on *Startime*.

Mr. Sarnoff predicted that Ford's shows will reach 35 million different homes each week, based on cumulative audience figures. Mr. Wright revealed Mercury (via Kenyon & Eckhardt) will participate "occasionally" in Tuesday night specials. Roster of talent announced so far for *Startime*, with several appearing in colorcast (groups indicate all on one show):

Rosalind Russell, master of ceremonies, "Wonderful World of Entertainment," Oct. 6, 9:30-11 p.m. (Kate Smith, Polly Bergen, Eddie Hodges, Maurice Chevalier and Jack Paar); Jimmy Stewart and George Gobel in "Cindy's Fellah"; Art Linkletter and his "Secret World of Kids"; Jerry Lewis in "The Jazz Singer"; George Burns in "A Night at the Palace" (with whom Eddie Cantor, Jack Benny, George Jessel, played the Palace in former days); Cyd Charisse in her first tv show and paired with husband Tony Martin; Dean Martin (Frank Sinatra and Mickey Rooney); Tony Curtis, Alec Guinness and Ingrid Bergman each in dramatic show.

AT DEADLINE

Winter baseball

WISN-TV Milwaukee will feed baseball-hungry fans weekly game from Cuba's winter league, using taped versions to be played back Saturday nights on station's two RCA tape recorders. Widespread demand for Cuban games was cited by WISN-TV Station Manager William Goodnow in announcing series. RCA machines use 96-minute reels. WISN-TV also plans to carry Sunday afternoon playbacks of Marquette U. football games, starting with Sept. 19 game against U. of Pittsburgh.

La. 'early bird'

Rep. Harold McSween (D-La.) does not plan to be caught short in tv exposures during 1960 Louisiana primary elections. KALB-TV Alexandria, La., reports congressman already has placed firm order for time evening of Aug. 26, 1960, night before election. Late Friday (Aug. 28), KALB-TV had not as yet received demands for purchase of "equal time" by any competing candidates.

Resignations at RPI

Resignations of Sumner J. Glimcher and Noel Bernard from Radio Press International, voiced radio news service, was announced last Friday (Aug. 28). Messrs. Bernard and Glimcher, president and vice president for foreign news, respectively, have sold their stock interest in RPI and will announce their future plans shortly. RPI was formed out of merger of Radio Press, headed by George Hamilton Combs, now board chairman of RPI, and International Transmissions Inc. six weeks ago. The resignations were said to be outcome of "differences over policy" (BROADCASTING, Aug. 24).

• Business briefly

• Mutual announced Friday (Aug. 28) that Bankers Life & Casualty Insurance Co., Chicago, has signed to sponsor *Walter Winchell Show* when program returns to air following summer hiatus Sept. 6 (Sun. 6-6:15 p.m.). Agency is Phillips & Cherbo, Chicago.

• Oscar Mayer & Co., Chicago has appointed J. Walter Thompson Co., Chicago, to handle advertising of its line of sausage and smoked meat products. Account was formerly handled by Baker, Tilden, Bolgard & Barger.

• National Carbon Co. (Prestone antifreeze), N.Y., through Wm. Esty. Co., N.Y., and Longines-Wittnauer Watch Co., N.Y., through Victor A. Bennett Co., N.Y., have signed to share alternate-week sponsorship of ZIV Television Programs' *Men Into Space* series over CBS-TV (Wed., 8:30-9 p.m.), starting Sept. 30. American Tobacco Co. earlier had signed for alternate-week sponsorship.

WEEK'S HEADLINERS

MR. READ

MR. McGOUGH

MR. JOHNSTON

MR. OSTRANDER

ROGER READ, general manager of WKRC-TV Cincinnati, assigned to home office of Taft Broadcasting Co., that city, to assist in overall direction of operations, J. W. McGOUGH, general manager of WTVN-TV Columbus, Ohio, succeeds him. SAM JOHNSTON, manager of WTVN Radio, moves up to managership of WTVN-TV, and RICHARD W. OSTRANDER, sales representative with WKRC-TV, succeeds him. Mr. Read had served previously as local sales, general sales and assistant general manager of the Cincinnati station. Taft stations are WKRC-AM-FM-TV, WTVN-AM-TV, WBRC-AM-FM-TV Birmingham, Ala.; WBIR-AM-FM-TV Knoxville, Tenn., and WKYT (TV) Lexington, Ky.

MR. LARSEN

M. DALE LARSEN appointed general manager of KTVH (TV) Hutchinson-Wichita, Kans. He had been assistant general manager since October, 1958, joined station in January, 1956. Previously, Mr. Larsen was with circulation and promotion department of *Minneapolis Star & Tribune*, Cowles publication which owns controlling interest in station. He has been acting manager since resignation of Howard O. Peterson in May.

I. P. (PETE) KATZ, broadcast supervisor at Leo Burnett Co., Chicago, transfers to agency's New York office as manager of program production department. Mr. Katz joined Burnett in 1957 after serving as program director of WLWT (TV) Cincinnati and senior producer-director at WHAS-AM-TV Louisville. Burnett Friday also announced substantial enlargement of Hollywood office, moving from 9100 to 9130 Sunset Blvd. Sept. 1. Expansion attributed to continuing increase in business handled by newly-aligned tv-radio programming and creative departments. MICHAEL W. GRADLE, vice president, continues as manager of Hollywood office, handling tv-radio programming and production, while KENNETH C. T. SNYDER, Burnett tv-radio creative manager, will supervise Hollywood creative activities.

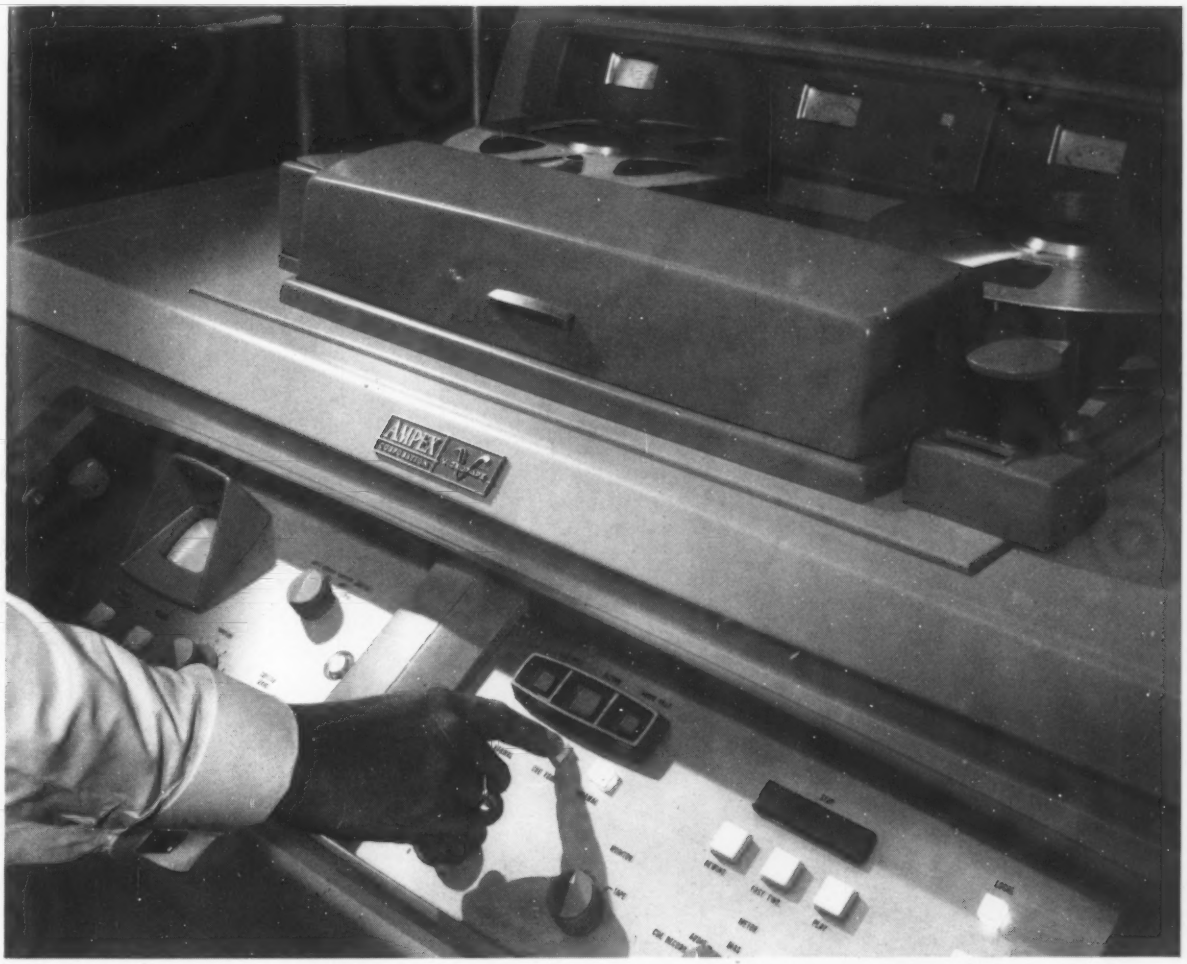
MR. COPELAND

GUILD COPELAND, senior vp, creative contact department, of Lennen & Newell, N. Y., appointed executive vp of L & N. He will assist president on general agency policy, especially in creative areas, and continue as overall supervisor of the P. Lorillard Co. account. Mr. Copeland joined Lennen & Newell in August, 1957, and earlier had been vp and creative director of Ted Bates, N. Y.

MR. GOTTLIEB

LESTER GOTTLIEB, program executive with CBS-TV since 1956, named director of program development and planning, N. Y., reporting to Michael H. Dann, vp, network programs, that city. This activity was previously under direction of Robert M. Weitman, now vp, independent productions (see WEEK'S HEADLINERS, Aug. 17). Mr. Gottlieb was vp in charge of programs with CBS Radio from 1952-56 and, before that, supervisor of radio talent division at Young & Rubicam, N. Y.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES



YOU CAN LEARN TO OPERATE AN AMPEX IN 15 MINUTES

Six Quick Aids to Easy TV Tape Recording . . . You can learn to operate an Ampex Videotape* Television Recorder in less time than it takes to smoke a cigarette. These six features, for instance, make recording simple, fast . . .

- **JUST THESE BUTTONS TO PUSH**—*Record, Stop, Rewind, Fast Forward and Play.*
- **TAPE TIMER**—*records in hours, minutes and seconds . . . not footage. Lets you back up tape for any desired cue-in time.*
- **CUE TRACK**—*lets you locate, identify and cue commercials and programs.*
- **TAPE SPEED OVERRIDE**—*makes it easy to synchronize with another video or audio recorder.*
- **AUTOMATIC BRAKE RELEASE**—*speeds threading and splicing.*
- **FULL WIDTH ERASE**—*Automatically erases tape.*

Of course, to be an "expert" — to learn maintenance as well as operation — takes one week. Ampex trains your maintenance supervisor (over 436 so far!) at the factory. And he is then qualified to train as many others as you like.

Write, wire or phone today for an Ampex representative — or ask for the new, fully illustrated brochure describing the new Ampex VR-1000B. Whatever you want to know about the advantages and profits in TV tape, get the facts from Ampex.

AMPEX HAS THE EXPERIENCE

VIDEOTAPE™

AMPEX CORPORATION
professional products division

934 CHARTER ST. REDWOOD CITY, CALIF. EMerson 9-7111

*TM AMPEX CORP.

WE HOLD THESE TRUTHS

Memorial to a man,
tribute to an age,
the Jefferson Memorial rises
from the shadows of the Potomac's
tidal basin. The familiar
dome on graceful columns
stands as a symbol of the past
and an inspiration to the
future. Another in
the WTOP-TV series of
Washington scenes photographed
by Fred Maroon.

Reprints on request

WTOP-TV 9
WASHINGTON, D. C.

AN AFFILIATE OF THE CBS TELEVISION NETWORK

REPRESENTED BY CBS TELEVISION SPOT SALES

OPERATED BY THE WASHINGTON POST
BROADCAST DIVISION

WTOP-TV, *Channel 9, Washington, D.C.*
WJXT, *Channel 4, Jacksonville, Florida*
WTOP Radio . . . . . *Washington, D.C.*

WCSH-TV 6

NBC Affiliate Portland, Maine

·STARTS STRONG

FINISHES STRONG

The April '59 area ARB again proves you get a bigger, more receptive audience on 6.

Garroway beats station "B" almost 5 to 1 average homes reached daily.

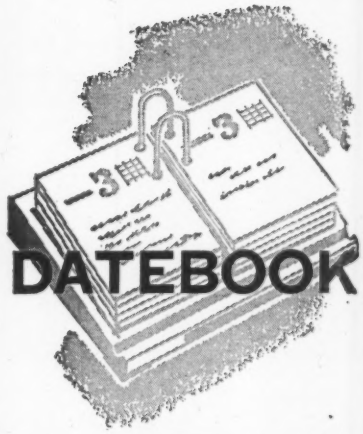
Paar beats station "B" 2½ to 1 average homes reached daily.

Ask your Weed TV man about the "full-day" WCSH-TV audience.

Remember you get a 5% discount when you buy a matching spot schedule on Channel 2 in Bangor.

A MAINE BROADCASTING SYSTEM STATION

WCSH-TV (6) Portland
WLBZ-TV (2) Bangor
WLBZ-Radio, Bangor
WCSH-Radio, Portland
WRDO-Radio, Augusta



A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

SEPTEMBER

*Sept. 2-3—Hearings on radio-tv provisions of bills exempting professional team sports from anti-trust laws by **House Judiciary Antitrust Subcommittee.** Rm. 347, Old House Office Bldg., 10 a.m.

Sept. 3—**North Carolina AP Broadcasters** annual meeting, Charlotte.

Sept. 3-5—**Storer Broadcasting Co.**'s radio program managers meeting, Detroit.

Sept. 4-5—**Texas AP Broadcasters,** 1959 convention, Rice Hotel, Houston.

Sept. 10—**Advertising Research Foundation** seminar in operations research, on 13 consecutive Thursdays starting this date. Further information from ARF.

Sept. 11-12—**Country Music Assn. Board of Directors,** Springfield, Mo.

Sept. 11-13—**Southwest stereo/hi-fi show,** Shamrock-Hilton Hotel, Houston, Tex.

Sept. 12—**AP Broadcasters of Ohio,** Columbus.

Sept. 12-13—Annual fall meeting, **Illinois News Broadcasters Assn.,** Hotel Leland, Springfield.

*Sept. 13-16—**Assn. Canadienne de la Radio et de la Television de Langue Francaise,** annual meeting, Alpine Inn, Ste. Marguerite, Quebec. Reservations through Andre Daveluy, CKAC Montreal. On agenda will be discussion of Board of Broadcast Governors' proposed regulations (BROADCASTING, Aug. 10).

Sept. 15—**Premium Advertising conference,** Hotel Astor, N.Y.

Sept. 16-18—**Michigan Assn. of Broadcasters,** fall convention, Hidden Valley, Gaylord.

Sept. 17—**Assn. of Motion Picture Producers & Laboratories of Canada,** Montreal.

Sept. 17—**Assn. of National Advertisers** sales promotion workshop at Hotel Sheraton-East, New York. Program on "incentive selling methods" to include panel discussions, case histories and presentations by recognized authorities. Horace Barry, merchandising manager, The Nestle Co., is program committee chairman.

*Sept. 17-18—**Institute of Radio Engineers,** engineering symposium, Sheraton-Plaza Hotel, Boston.

Sept. 17-19—**Mutual Adv. Agency Network,** second in series of three-day workshop-business sessions under new format calling for three (instead of four) annual meetings, Bismarck Hotel, Chicago. **Also annual awards meeting.**

Sept. 18-19—**National Assn. of Fm Broadcasters** (formerly Fm Development Assn.) convention, Palmer House, Chicago.

*Sept. 18-20—**Eighth Chicago stereo/hi-fi show,** Palmer House, Chicago. Public can hear stereo music being recorded. More than 100 U.S. and European manufacturers' products on display. Attendance of 35,000 expected.

Sept. 18-20—**Southwest stereo/hi-fi show,** Hotel Adolphus, Dallas, Tex.

Sept. 18-20—**United Press International Broadcasters Assn.** of Minnesota, Sawbill Lodge, Tofte.

*Sept. 20—**UPI Broadcasters-Telecasters of Loui-**

THE GREATEST STRIPPER IN SHOW BUSINESS SINCE BURLESQUE

THE PEOPLE'S CHOICE

MONDAY through FRIDAY

DAYTIME, YET

This strip is on stations from coast-to-coast, starting as early as 9:15 AM—and it's out of this world!

Develops fantastic audience records.

Attracts some of the greatest names in advertising as participating sponsors.

Makes money for station managers who know the value of a hot spot carrier.

For the complete lowdown, get in touch with ABC Films fast.

ABC FILMS INC.

1501 Broadway, New York 36

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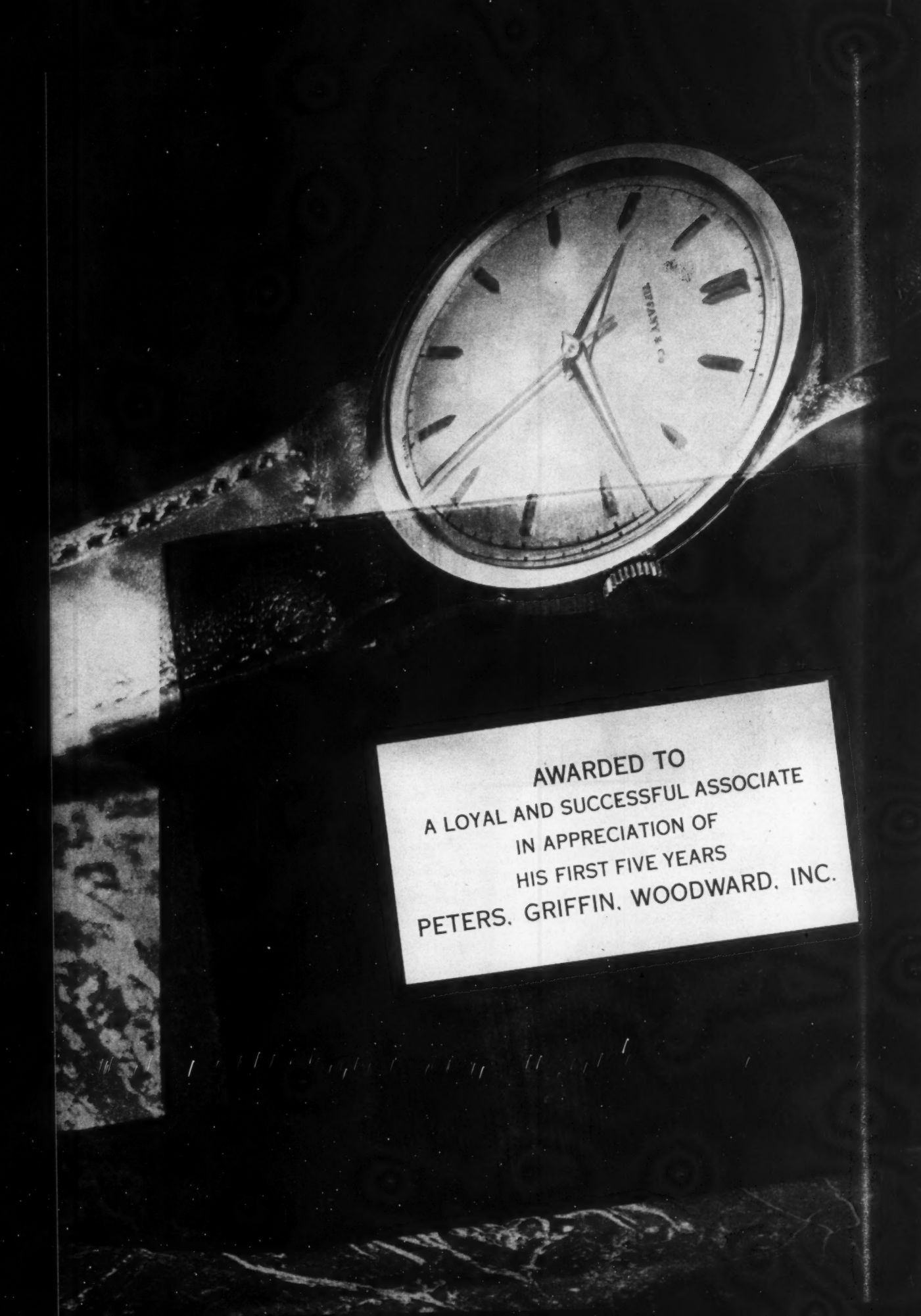
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AWARDED TO
A LOYAL AND SUCCESSFUL ASSOCIATE
IN APPRECIATION OF
HIS FIRST FIVE YEARS
PETERS. GRIFFIN. WOODWARD. INC.

THE PGW COLONEL SAYS:

"Here at PGW we
operate on the theory
that our Colonels work
about five times as hard
as the next fellow"

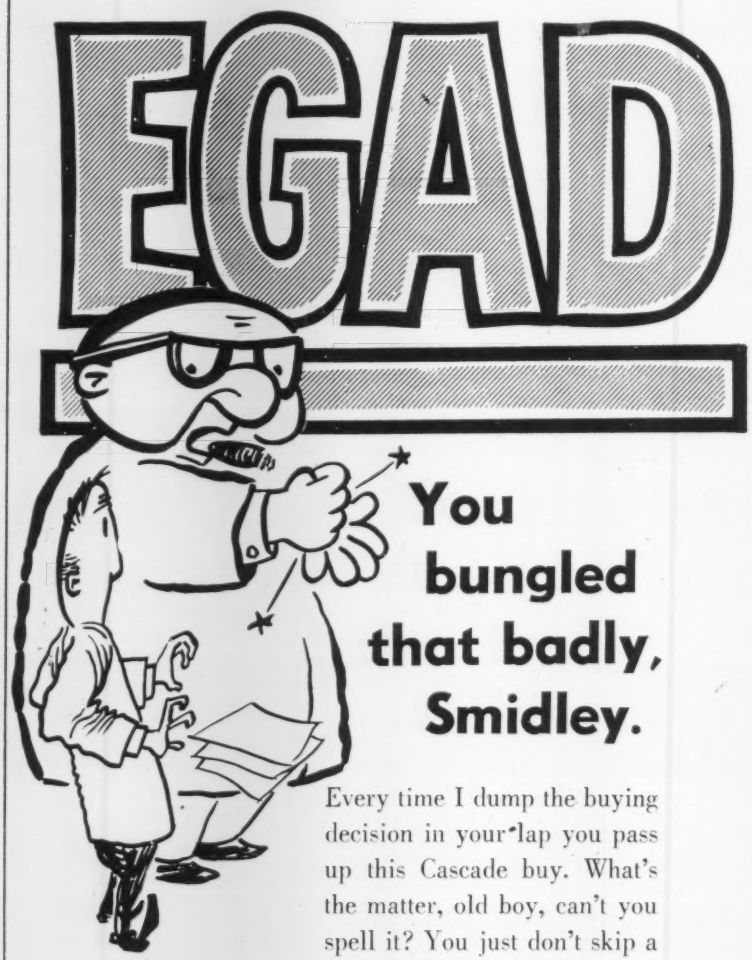
That's why we award a gold watch to *every* **PGW** employee after five years with us, instead of waiting for the customary 25 years of service.

We are happy to say that 59 Colonels and Colonelettes at **PGW** have already been presented with their five-year watch . . . we're happy because we like people who like hard work. Don't you?

PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK CHICAGO DETROIT HOLLYWOOD
ATLANTA DALLAS FT. WORTH SAN FRANCISCO



You bungled that badly, Smidley.

Every time I dump the buying decision in your lap you pass up this Cascade buy. What's the matter, old boy, can't you spell it? You just don't skip a market like this. The Cascade 4-station network is a "must" in the Pacific Northwest. More than half a million people with over a billion dollars to spend. And, Smidley, Cascade's alone in the entire market.

CBS NBC abc

CASCADE TELEVISION

KIMA-TV YAKIMA, WASH. **KEPR-TV** PASCO, RICHLAND, KENNEWICK, WASH.

KBAS-TV EPHRATA, MOSES LAKE, WASH. **KLEW-TV** LEWISTON, IDA.

For Facts and Figures:

National Representatives: GEORGE P. HOLLINGBERY Company

Pacific Northwest: MOORE & ASSOCIATES

siana, organizational meeting, Hotel Frances, Monroe.

Sept. 21—AP Radio & Tv Assn.'s board of directors annual meeting, AP Bldg., 50 Rockefeller Plaza, New York.

Sept. 21-22—Louisiana Assn. of Broadcasters, Frances Hotel, Monroe. Speakers include Ed Fitzgerald, J. Walter Thompson Co., Chicago, and Charles H. Tower, NAB personnel-economics manager, who will speak on "Labor Problems and Solutions in Broadcasting."

Sept. 22-24—Electronic Industries Assn. fall conference, Hotel Traymore, Atlantic City, N.J.

Sept. 21-23—Westinghouse Broadcasting Co. Third Industrywide Public Service Programming Conference, Stanford U., Palo Alto, Calif.

Sept. 23—Comments due on FCC proposals to add vhf channels to Fresno, Bakersfield and Sacramento-San Francisco. Reply comments due Oct. 8. Dockets 11759 (Fresno-Bakersfield) and 12946 (Sacramento-San Francisco-Reno).

Sept. 23-24—CBS Radio Affiliates Convention, Waldorf-Astoria, New York.

***Sept. 23-26—National Sales Executives-International** sales-marketing congress, Berlin, West Germany.

Sept. 24-26—AFA 10th District convention, Hotel Texas, Fort Worth.

Sept. 25—Advertising Research Foundation, fifth annual conference, Waldorf-Astoria, New York.

Sept. 25-26—North Dakota Broadcasters Assn., Valley City.

Sept. 25-26—Ninth annual **Broadcast Symposium, Institute of Radio Engineers** and **American Institute of Electrical Engineering,** Willard Hotel, Washington.

Sept. 26-27—American Women in Radio & Television, southwestern conference, Shamrock Hotel, Houston.

Sept. 27-29—Assn. of Independent Metropolitan Stations, Hotel Roosevelt, New York.

Sept. 28—Start of eight-week workshop series sponsored by **Chicago Federated Adv. Club** and **Women's Adv. Club of Chicago.** Nine different clinics are scheduled in such areas as radio-tv, copywriting, publicity and public relations, production, marketing and merchandising, media, art and layout, direct mail and industrial advertising. Tuition for 1959 advertising workshop is $22.50 for single eight session clinic in each category; additional clinics, $5 each. Advance registration being handled at CFAC headquarters, 36 S. Wabash Ave. Lee Ahlswede, vice president of The Buchen Co. (agency), is general workshop chairman.

Sept. 29-Oct. 3—Affiliated Advertising Agencies Network international convention, Somerset Hotel, Boston.

***Sept. 30-Oct. 1—Illinois Broadcasters Assn.** annual meeting, St. Nicholas Hotel, Springfield.

OCTOBER

Oct. 1—Oral argument before FCC on protest by **Philco Co.** against license renewals of **WRCV-AM-TV Philadelphia,** owned by NBC. Philco claims RCA-owned stations are unfair competition since stations are identified with RCA, a competitor to Philco in the radio-tv and appliance fields. Docket No. 13,085.

***Oct. 2-5—National Sales Executives-International,** board of directors meeting, Roosevelt Hotel, New York.

Oct. 4-6—AFA 7th District convention, Roosevelt Hotel, New Orleans, La.

Oct. 5-7—Institute of Radio Engineers' fifth national Communications symposium, Hotel Utica, Utica, N.Y.

Oct. 5-9—Society of Motion Picture & Television Engineers, 86th semi-annual convention, Statler-Hilton Hotel, New York.

Oct. 5-9—11th annual convention and professional equipment exhibit, **Audio Engineering Society,** Hotel New Yorker, New York. Technical papers from many nations have been submitted for presentation, covering newest theories, developments and achievements in the audio field, including stereo.

Oct. 6-7—Electronic Industries Assn., value en-

CHECK THE JUNE, 1959 METROPOLITAN PULSE REPORT

WAKY

is

NO. 1

in

LOUISVILLE

in

EVERY QUARTER HOUR

ALL SURVEYS CONCUR!

★ PULSE — Area Survey
★ PULSE — Metropolitan Report
★ HOOPER — June-July, 1959
★ TRENDEX — Latest Available

WAKY BESTS ALL OTHER STATIONS IN KENTUCKY'S BIGGEST MARKET!

other McLENDON Stations

KLIF DALLAS | KABL SAN FRANCISCO | KILT HOUSTON | KTSA SAN ANTONIO | KEEL SHREVEPORT

KLIF, KILT, WAKY, KTSA and KEEL: Represented Nationally by John Blair & Company
KABL: Represented Nationally by Daren F. McGavren Co., Inc.

IN SOUTHERN NEW ENGLAND

NOW RADIO'S RIGHT THRU THE NIGHT

wice

5000 WATTS GOES 24 HOURS

One of the Nation's Great Independents

wice
PROVIDENCE, RHODE ISLAND

gineering symposium, U. of Pennsylvania. Virgil M. Graham, associate director; R. S. Mandelkorn, Lansdale Tube Co., general chairman.

Oct. 6-8—Conference on Radio Interference Reduction, auspices IRE, Signal Corps and Armour Research Foundation, Museum of Science & Industry, Chicago.

Oct. 7-9—Canadian Section, Institute of Radio Engineers, annual convention, Automotive Bldg., Canadian National Exhibition, Toronto, Ont.

Oct. 8—International Workshop, Assn. of National Advertisers, Savoy-Hilton Hotel, New York.

Oct. 8-9—Advertising Federation of America third district (North Carolina, South Carolina, West Virginia), Poinsett Hotel, Greenville, S.C.

Oct. 8-10—Alabama Broadcasters Assn. fall meeting, U. of Alabama.

Oct. 9-10—Indiana Broadcasters Assn., French Lick, Ind.

Oct. 9-10—North Carolina Assn. of Broadcasters and American Women in Radio & Television, fall meeting and area conference, respectively, Sedgefield Inn, Greensboro.

Oct. 9-11—New York State members of American Women in Radio & Television conference, Otesaga Inn, Cooperstown.

Oct. 10—Ohio Assn. of Broadcasters, Athletic Club, Columbus.

Oct. 12-15—National Electronics Conference, 15th annual meeting and exhibit at Hotel Sherman, Chicago, with expectancy of 10,000 attendance and some 266 display booths. Sessions will be held on antennas and propagation, audio, circuit theory, communications systems, computers, microwaves, space electronics, television, transistors, and communication and navigation, among other topics.

Oct. 14-17—Radio-Television News Directors Assn., 14th international convention, St. Charles Hotel, New Orleans. Among speakers will be FCC Chairman John C. Doerfer and Rep. John E. Moss (D-Calif.), who will discuss broadcast news and freedom of information, respectively.

Oct. 14-17—Radio-Television News Directors Assn.'s annual awards at international convention (see above). Entries in the contest must be postmarked before midnight, Sept. 1.

Oct. 15—Beginning of the eight annual NAB Fall Conferences. For full list of dates and places, see special listing below.

Oct. 15-16—Central Region annual meeting, American Assn. of Advertising Agencies, Drake Hotel, Chicago.

Oct. 18-21—Western Regional Convention, American Assn. of Advertising Agencies, Biltmore and Miramar Hotels, Santa Barbara, Calif. Agenda includes day of closed sessions for member agency management delegates and day-and-a-half of open sessions.

Oct. 22-23—Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago.

Oct. 22-23—Kentucky Broadcasters Assn., fall meeting, Phoenix Hotel, Lexington.

Oct. 23-25—Midwest conference, Women's Adv. Clubs, Milwaukee.

NAB FALL CONFERENCES

Oct. 15-16—Mayflower Hotel, Washington.
Oct. 19-20—Sheraton Hotel, Chicago.
Oct. 22-23—Somerset Hotel, Boston.
Oct. 29-30—Dinkler-Plaza Hotel, Atlanta.
Nov. 10-11—Texas Hotel, Fort Worth.
Nov. 12-13—Brown Palace Hotel, Denver.
Nov. 16-17—Ambassador Hotel, Los Angeles.
Nov. 19-20—Olympic Hotel, Seattle.

RADIO ADVERTISING BUREAU REGIONAL MANAGEMENT CONFERENCES

Sept. 2-3—Princeton Inn, Princeton, N.J.
Sept. 10-11—The Greenbrier, White Sulphur Springs, W. Va.
Sept. 14-15—Ponte Vedra Inn, Ponte Vedra Beach, Fla.
Sept. 17-18—Arlington Hotel, Hot Springs, Ark.
Sept. 21-22—Mark Thomas Inn, Monterey, Calif.
Sept. 24-25—Harvest House of Boulder, Colo.
Sept. 28-29—The Villa Moderne, Deerfield, Ill.
Oct. 5-6—St. Clair, Inn and Country Club, St. Clair, Mich.

Survey Proven... Again!

The SUMMER report repeats the WINTER Story

WNEM-TV dominates the 443 competitive quarter hours by taking 70% hands down.

WNEM-TV 312*
Stations "F" and "L" 131
443

*NSI—July, 1959

ST

The one dominant force is 5, of course!

In the Great Saginaw Valley and the Metropolitan Hub of Flint—Saginaw—Bay City—Midland:

See your Petryman

NBC
CHANNEL 5

CENTRAL STUDIOS AND OFFICES
5700 Becker, Saginaw, Michigan
NATIONAL SALES OFFICE AND STUDIOS
Bishop Airport, Flint, Michigan

WNEM-TV

BIG MAC
BIG MAC BIG MAC
BIG MAC BIG MAC
BIG MAC BIG

U.C.C. HAS BROUGHT YOU

and

WARNER BROS.

cartoons

and now here comes **THE THIRD GREAT PACKAGE OF CHILDREN'S PROGRAMMING**

THE BIG MAC SHOW

WITH

210

REELS

OF

WARNER BROS. FEATURETTES

Here, specially selected FOR CHILDREN *from over 2000 reels, are 210 reels of tremendous children's motion pictures.*

NEVER BEFORE AVAILABLE TO TELEVISION

KEYSTONE KOPS • JOE PALOOKA
CHARLIE McCARTHY • VAUDEVILLE
COMEDY • CIRCUS • ANIMALS
SLAPSTICK • TOYLAND • MUSIC

All produced with the care and attention devoted by this major studio to its features— same studios, sets, many of same top-ranking stars, directors, producers, writers!

... And To Introduce, and Tie-Together This Big Profitable Package – Meet The Greatest Little Cartoon Character Ever To Come Down The Track

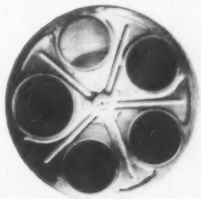
BIG MAC

HIS MAGIC TRAIN *And His Huggable Friends*

BEATRICE, *The Dinosaur...*

SGT. VALENTINE, *The Bloodhound...*

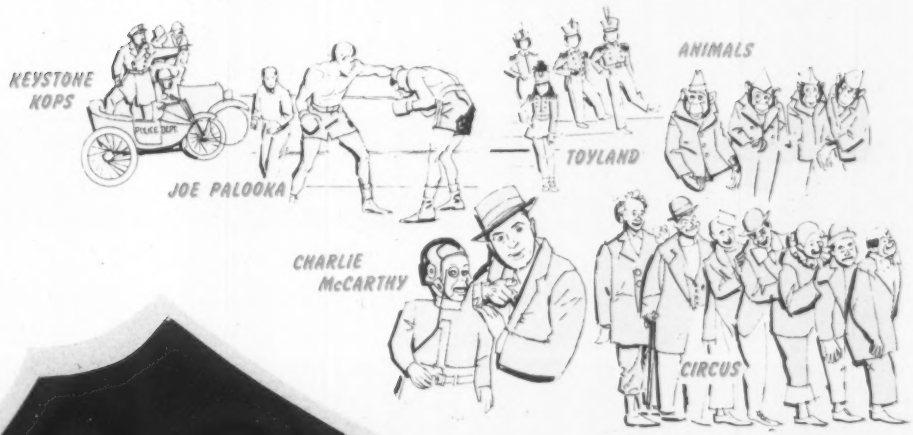
ABERCROMBIE, *The Mouse...*



210 REELS

produced by **WARNER BROS.**

THE MOST POPULAR, ENTERTAINING FEATURETTES EVER!



BIG MAC

IS A NATURAL FOR MERCHANDISING AND PREMIUMS

PLUS! **HIS MAGIC TRAIN** – Battery operated, runs on its own portable monorail. The same train BIG MAC rides in the television films. Available to you first for promotion...then to be sold in retail outlets everywhere.

MASKS • POSTERS • BUTTONS
– Posters, giveaways and dozens of BIG MAC items . . . available to you and your sponsor as promotions . . . to be sold through retail outlets everywhere.

The WARNER BROS. FEATURETTES, WITH BIG MAC Are Now Available To You On A Library Basis, Just Like The Fabulously Successful POPEYE And WARNER BROS. CARTOONS. They Represent A Substantial Addition To The Programming Of Any Station... Highly Popular With Young Audiences, Highly Saleable.

A WONDERFUL OPPORTUNITY FOR ADDITIONAL PROFITS. Use BIG MAC or your own local MC. Don't miss out because of product conflict... put on another children's program and get all sponsors.

For Complete Details and Screening Print Call or Wire Your Nearest U.A.A. Office

NEW YORK · HOLLYWOOD · CHICAGO · DALLAS

U.A.A.

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*

BROADCASTING

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953

* Reg. U. S. Patent Office
Copyright 1959 by Broadcasting Publications Inc.

Ask the man who gets around...

WDBJ is one of the best buys in television . . . *anywhere!*

WDBJ-TV covers 53 counties . . . where there are over 400,000 television homes, $2 billion in retail sales. You can buy into this rich market economically and effectively, for WDBJ-TV furnishes highly rated shows at comparatively low cost to you.

For example, THE EARLY SHOW, best features from MGM, WB, UA, etc., has an average daily rating of 14.7. It delivers viewers for only 95 cents per M on a 5 Plan; 75 cents per M on a 10 Plan.* Powerful sales-producing merchandising support provided, too!

It will pay you to take a closer look at THE EARLY SHOW and other "best buys" offered by WDBJ-TV.

*all cpms based on March, 1959 NSI

ASK YOUR PGW COLONEL FOR CURRENT AVAILABILITIES

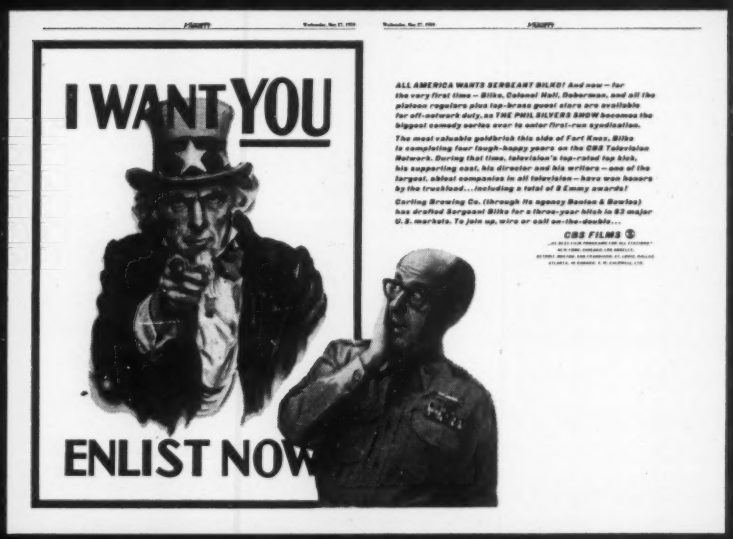
WDBJ-TV CBS TELEVISION CHANNEL 7

Maximum Power • Maximum Height

ROANOKE, VIRGINIA

1

United Press International news produces!


I WANT YOU
ENLIST NOW
ALL AMERICA WANTS SERGEANT BILKO! And now — for the very first time — Bilko, Colonel Hall, Doberman, and all the platoon regulars plus top-brass guest stars are available for off-network duty, as THE PHIL SILVERS SHOW becomes the biggest comedy series ever to enter first-run syndication.
The most valuable goldbrick this side of Fort Knox, Bilko is completing four laugh-happy years on the CBS Television Network. During that time, television's top-rated top kick, his supporting cast, his director and his writers — one of the largest, ablest companies in all television — have won honors by the truckload...including a total of 8 Emmy awards!
Carling Brewing Co. (through its agency Bouton & Bowles) has drafted Sergeant Bilko for a three-year hitch in 83 major U.S. markets. To join up, wire or call on-the-double...
CBS FILMS

...as we were saying, the two hottest film properties in all of first-run syndication are available from CBS Films. Recently, *The Phil Silvers Show* and *Trackdown* were offered for off-network sales. Since then, advertisers have flocked to syndication's top new comedy show and top new Western . . . to the tune of *more than 2 million dollars!* Big, big markets such as New York, Chicago, Los Angeles, Detroit are signed

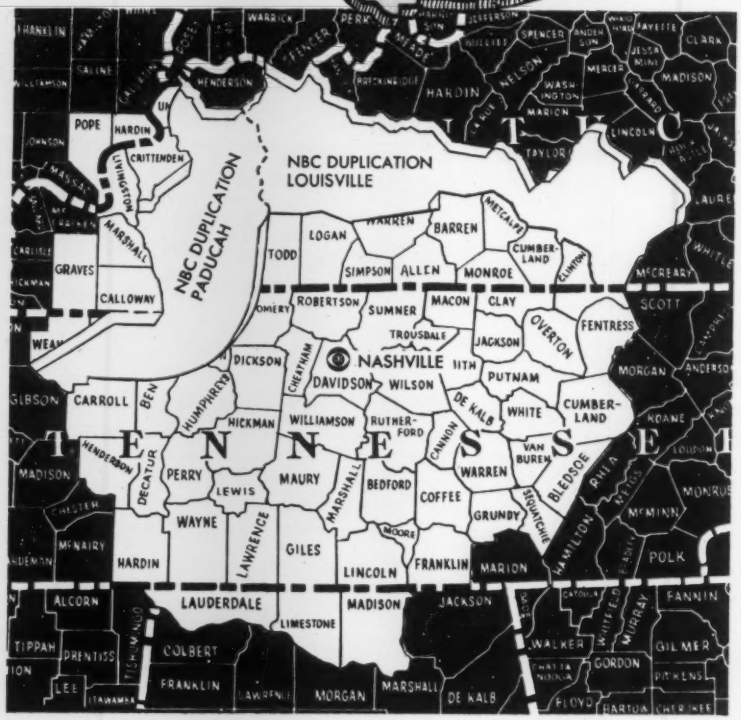
for one, or both. And so are Pittsburgh, Milwaukee, Washington, Minneapolis, Miami, Ft. Worth, Charleston and Salt Lake City... to mention but a few. Like we said, if you want to sign either of these smash hits for your sales area, *better act fast.* Because, in the words of *Variety*, "sales are piling up."

"... the best film programs for all stations." Offices in New York, Chicago, Los Angeles, Detroit, Boston, San Francisco, St. Louis, Dallas, Atlanta. Canada: S. W. Caldwell, Ltd.

CBS FILMS

Still wondering where the yellow went?

This is it..... ..a "PURE GOLD" bonus of unduplicated coverage!



WLAC-TV's 91-county, 4-state coverage area is virtually free of duplication by any other CBS station.

The difference between CBS unduplicated coverage and NBC unduplicated coverage is documented by NCS #3 area survey and published engineering maps of NBC stations in Paducah and Louisville.

Always the leader...
in the things that count!

NATIONAL REPRESENTATIVE: THE KATZ AGENCY, INC.
New York Chicago Detroit Kansas City
Atlanta Dallas Los Angeles San Francisco

Robert M. Reuschle
General Sales Manager

T. B. Baker, Jr.
Executive Vice-President and General Manager

5
WLAC-TV
NASHVILLE, TENNESSEE

Buy AREA impact on WLAC-TV, the South's Great MULTI-MARKET Sales 1 STATION

MONDAY MEMO

from **JOSEPH STONE,** *vice president & copy group head, J. Walter Thompson Co., New York*

How often must you change radio copy?

"When do you change ET's? How expendable are they? What is their life expectancy?"

Because I'm asked these questions so often, I've decided to see what my views look like on paper.

To begin answering these questions, you must understand the differences between radio and other media. Radio is the semi-conscious medium. Whereas tv, magazines and newspapers get what is practically our undivided attention, radio is most generally used as background music, as a traveling companion or noise to fill an empty house.

Radio Is "Best Buy" • To overcome radio's handicaps of less audience per message, less time per message, less attention per message and less impression on the senses per message—the industry has worked out a repetition technique which has made radio the best buy in all advertising.

This is the technique which spelled such great success for Pepsi Cola, Bab-O, Chiquita Banana, Arrid's "Why be half safe," Pepsodent's "You'll wonder where the yellow went" and so many others. In fact there is practically no famous radio commercial which did not follow that technique—which, simply stated, is: develop the one best way to deliver your message and deliver it over and over for months.

By stating your message one way—and only one way—you burn in a sharp impression. To discuss a few specifics:

How about different treatments of the same song?

Okay. You're still in "register." Like printing with 4-color plates.

How about a comedy series like Ford's "Duffy" and Andy Griffith or the humorous Dodge spots?

Humor of this type must be alternated and periodically refreshed. But change format as little as possible.

How long can a spot run?

As long as its message is the one you want to burn in. For some products that could mean years. In the case of an annual product—such as a tv set—the promise of newness might be defeated by repetition of an old commercial.

Why then do agencies sometimes recommend several spots to run at once?

On accounts where you have many clients (plus their wives), you often have to satisfy many points of view. It's a compromise.

A used-car story and parts story which do not basically change should be treated differently than a new car story, shouldn't they?

Yes. Used-car spots and parts spots can go on effectively for years. Ford's Mills Brothers used-car series has been running since 1953. But new-car spots must change every year to reflect a changed car—even the theme song temporarily gets new lyrics. And each special campaign gets its own special commercials. However, within a campaign period you do better with one or two spots throughout no matter how often or for how long a period they run.

In these days of rapidly changing radio station "formulae," must commercials change to suit new station formats?

Not exactly, (although sometimes you wonder if they shouldn't change stations!) The advertiser used to have relatively sedate programming in which to insert his commercials. Today he drops his spots into bedlam. Blaring brass and brassy vocal groups are screaming intros for the weather and news. At the drop of a hat the station serenades you with its din-be-decked call letters. And in some cases the station does a blasting "shortie" identifying itself right before your commercial.

Joseph Stone, 39, is recognized as one of the more successful jingle creators in the agency business. Has among his broadcast credits: supervised commercials of past year's Ford Road Show, *which consisted of 55 minutes of commercials for each week's 26 network radio shows; wrote, cast and produced prize-winning radio spots and wrote both the Ford and Red Cross theme songs. Member of ASCAP; among his songs, "I Just Don't Know" recorded by Four Lads sold 400,000 platters. Has been with JWT since 1945, 10 years as copy group head and four years as vice president.*

The above is equivalent in some ways to the *New York Times* surrounding each ad with big black borders advertising the *Times*. For the purpose of this discussion there's no need to criticize or praise this type of radio station conduct. But we must recognize its existence and, thus, plan commercials which can live in any climate. Plan for the worst and then be ready to stick with your message no matter what type of hysteria the stations move on to.

Is the life expectancy of a raucous commercial shorter than that of a good-taste commercial?

A raucous commercial should not get on the air in the first place. There are lots of ways to get attention without being objectionable. Many commercials these days are too harsh, too loud and too brassy. Continued over a long period of time they, too, burn in an impression—one of disgust on the part of the public.

What has a longer life—a jingle or a talking commercial?

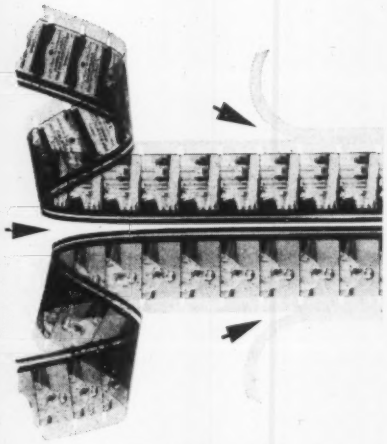
Usually a jingle. But there have been cases where non-musical spots went on successfully for a long time ("Why be half safe"; Pall Mall's "On the air, on the ground, on the sea"; Viceroy's thinking men). One explanation for the longer life of musical commercials is that they cost more money—so there's less inclination to give them up.

How long do you have to use a jingle to get "your money's worth?"

Less than most people suppose! It's amazing how stingy we ad men get when it comes to radio production costs. I've known accounts which devote as much as 10% of their space costs to production of print advertisements, yet begrudge radio production even 3% of time costs.

'Once More With Feeling' • It all adds up to this: on radio, say it as often as you can for as long as you can. Say it sharp and say it the same way over and over again. And keep doing it as long as the message itself is the best thing you can say.

35
32



. . . a unique process pioneered by General Film in which a strip of 35mm film, perforated with 32mm sprocket holes, is split down the center to produce two 16mm prints of outstanding quality.

After successfully processing millions of feet of 35/32 black and white and color film we have observed many outstanding advantages and list a few: better sound quality, lack of roller abrasions in sound track area, the ability to use standard 35mm professional equipment, and the efficiency that comes from handling two prints in one operation. Negatives made on 35/32 film stand wear and handling of multiple printing much better than do 16mm negatives.

Additional information to help you apply these advantages to your own film needs is available on request. Ask for Bulletin G.*

GENERAL
FILM LABORATORIES CORP.
1546 ARGYLE, HOLLYWOOD 28, CALIF., HO 2-6171

*Presented October 9, 1956 at SMPTE Convention at Los Angeles by William E. Gephart, Jr., V.P. of General Film Laboratories Corp

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook published in September 11.00
☐ Payment attached ☐ Please Bill

name title/position
company name
address
city zone state
Send to home address — —

* Occupation Required

OPEN MIKE

'Monday Memo' impact

EDITOR:

As you perhaps well know, your MONDAY MEMO feature has widespread readership, for since the appearance of my piece (page 23, Aug. 10), I have heard from people all over the country. All of them agree on the need for a re-evaluation of station promotion reports, but perhaps those with the opposite view are grouping their forces and are still to be heard from.

Harold A. Smith
Program Promotion and Merchandising Mgr.
Needham, Louis & Brorby
Chicago

EDITOR:

Kudos to you and Harold Smith of Needham, Louis & Brorby for the MONDAY MEMO "It's time to update promotion reports." As a representative, this is a subject of special interest to me. I agree with Mr. Smith that most stations do an excellent job of promotion and merchandising for their advertisers but their methods of reporting their efforts often are woefully lacking . . .

In addition to having our stations send reports to us for transmittal to the agency, we ask them to see that the proper field representative of the advertiser also gets a copy. He is as important as anybody in New York or Chicago in maintaining good relationships.

Powell H. Ensign
Everett-McKinney Inc.
New York

EDITOR:

Your MONDAY MEMO "Retail Dollars await the 'Effective Sell'" (by David P. Thomas, radio-tv director, Kal, Ehrlich & Merrick, Washington, page 23, Aug. 24), is one of the best sales tools I have ever seen on behalf of our media. Please rush 500 reprints.

Ronny Kahn
Vice President & Gen. Mgr.
KMGM Albuquerque, N. M.

EDITOR:

Congratulations on the MONDAY MEMO from David P. Thomas. For many years the Washington radio audience has been hearing and acting on the ideas embodied in the creative copy of Dave Thomas.

Sol Hurwitz
WGMS Washington

The catv controversy

EDITOR:

I have been a regular reader of BROADCASTING for several years—first as a broadcaster, now as the operator of a catv system.

I can't help but express my disappointment in your editorial of August 10, "Small market tv and catv." Through your use of such phrases and

39% MORE TV HOMES AT LESS COST IN AMERICA'S 28TH TV MARKET

Only Channel 9 dominates the Upper Ohio Valley

WSTV-TV Steubenville-Wheeling:	more than **482,300** TV HOMES*
Nearest Competitor:	**347,100 TV HOMES**

WSTV-TV LEADS BY 135,200 TV HOMES

Only WSTV-TV, Steubenville-Wheeling, guarantees more homes, greater coverage in America's rich Steel and Coal Center. *(Excluding Pittsburgh)*

Lowest cost-per-thousand guarantees better return for every invested dollar. Only WSTV-TV offers famous "Shopper-Topper" Merchandising Service to any 13-week advertiser. Avery-Knodel or your nearest Friendly Group Office has all facts.

WSTV-TV

CHANNEL 9 CBS-ABC
Steubenville-Wheeling

A Member of the Friendly Group

60 East 42nd St., N. Y. • 211 Smithfield St., Pittsburgh • Exchange Realty Bldg., Steubenville, Ohio

WSTV-TV, WSTV, Steubenville • WPIT, Pittsburgh • KMLB, Monroe, La. • KODE-TV, KODE, Joplin, Mo. • WBOY-TV, WBOY, Clarksburg, W. Va. • WPAR, Parkersburg, W. Va.

*Television Magazine

IN SOUTHERN NEW ENGLAND
NOW RADIO'S RIGHT THRU THE NIGHT

wice
5000 WATTS GOES 24 HOURS
The Sound That Sells
wice
PROVIDENCE, RHODE ISLAND

terms as "cable station" or inferring that the small market telecaster is "fighting for survival" or that our operations are "unfair in the legal sense" and that we are forcing small market stations to "fold as several have done" you paint a picture of a group of broadcast parasites who are interested only in the dollar and have no sense of responsibility to the people they serve—people who cannot get adequate television coverage because of the distance or terrain features between them and the originating station.

The members of the catv industry do have a deep sense of responsibility to their patrons. And the facts, as they have been brought out, don't jibe with your editorial position.

We are not broadcasters—we don't operate "stations"—we don't make any use of the spectrum to broadcast (or, as you put it, "rebroadcast"). We operate only a receiving service which is more efficient than the best rooftop antenna.

You are correct in stating that the 750 catv systems in the U.S. serve about 550,000 homes. But, you neglected to point out that this comprises about 2% of the television population and that, conversely, some 98% of the population is completely unaffected and, probably, completely unaware of the existence of our industry.

Certainly this miniscule portion of the public can't be construed as serious competition to any tv station. . . .

Since 1952, 96 stations (89 uhf and 7 vhf) have gone off the air. In only three cases has the existence of a catv system even been offered as a factor in their shutting down. But, the FCC, in investigating each of these three cases, could not determine that the catv system was any kind of a decisive factor.

. . . Telecasters love to have us bring their signals into a new area they haven't been in before—as long as it's somebody else's market. But, they don't like us to come into their towns and upset their monopoly.

Meanwhile, we and the other catv systems . . . will continue to do our best to fill in the white areas with good television coverage—coverage not afforded under the present systems of allocations. And we'll continue to grow in the number of people served because we give them something they can't get in any other way.

Edward M. Allen
Vice President-General Manager
Winona Tv Signal Co.
Winona, Minn.

[EDITOR'S NOTE: KSPR-TV Casper, Wyo., after two years on ch. 6, also has quit, citing catv competition.]

EDITOR:

Thanks for your editorial . . . Greatly appreciate your help.

Ed Craney
KXLF-TV Butte, Mont.

EDITOR:

. . . I do not feel that free tv is imperiled by catv in its traditional sense. The *artificial* extension of metropolitan station coverage into communities served by local tv stations through the use of *microwave-fed catv* is quite another matter and poses some grave perils to local service, particularly when network advertisers can circumvent the use of local tv broadcasting in favor of the catv which costs the advertiser nothing. Also the ability of the catv to escape all regulations including duopoly gives an unfair advantage to the cable system which is obvious . . .

Your current editorial succinctly sums up the whole issue.

Rex G. Howell
President
KREX-TV Grand Junction, Colo.

More about 'give-aways'

EDITOR:

I read with great interest the story in your August 10 issue on "Give-aways."

While we were listed as one of the companies specializing in prizes, I felt that we did not receive the recognition from a trade periodical that we were entitled to. Not because we are looking for any personal glory or publicity, but because it is important to us that your 80,000 readers know that we were pioneers in the so-called give-away business . . .

The author of the article perhaps does not remember the "Three Johns"—Masterson, Reddy and Nelson and their *Bride and Groom;* Mark Goodson's *Stop the Music;* NBC's short-lived *Hollywood Calling.* No mention is made of Ralph Edwards or Art Linkletter, who are truly the pioneers of give-away programs. The writer has the honor (perhaps dubious today) of having started with the above gentlemen. . . . Our operation, from its inception was recognized, and is today, as a definite and successful medium and our fees carry regular advertising agency commission. In fact 75% of our clients are advertising agencies and public relations firms.

Aldolphe Wenland
Wenland Enter-Prizes Inc.
Los Angeles

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

Vibrantly alive, in love with the fast tempo and excitement of today's living; ever eager to share in the interests and enthusiasms of others... a "metropolitan" personality.

METROPOLITAN BROADCASTING CORPORATION

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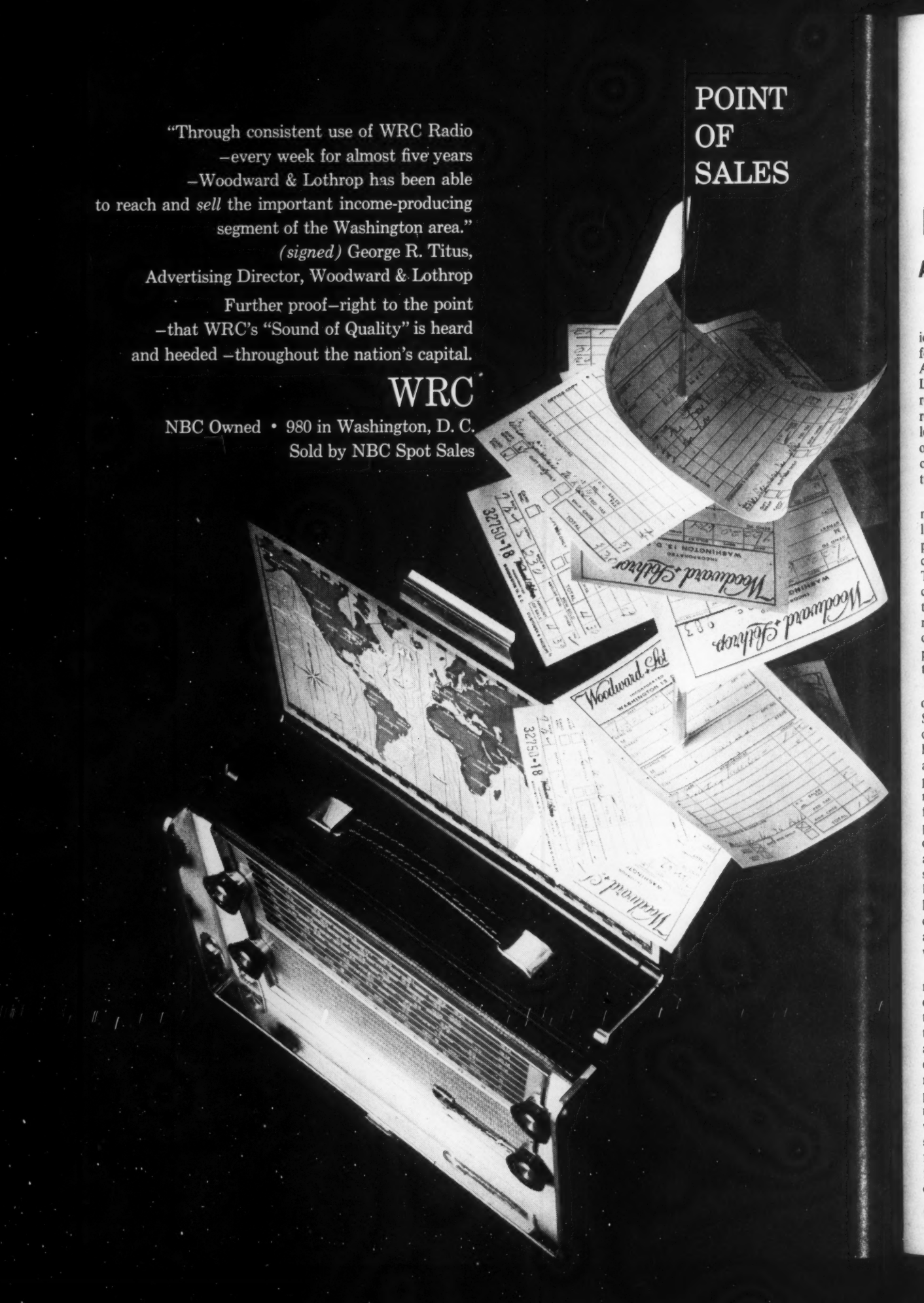
WNEW TV — WTTG TV — *Washington, D.C.*

New York City

WNEW AM•FM — WHK AM•FM — *Cleveland*


POINT
OF
SALES
"Through consistent use of WRC Radio
–every week for almost five years
–Woodward & Lothrop has been able
to reach and *sell* the important income-producing
segment of the Washington area."
(signed) George R. Titus,
Advertising Director, Woodward & Lothrop
Further proof–right to the point
–that WRC's "Sound of Quality" is heard
and heeded –throughout the nation's capital.
WRC
NBC Owned • 980 in Washington, D. C.
Sold by NBC Spot Sales

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

August 31, 1959
Vol. 57 No. 9

HOW BIG THE PAYOLA IN RECORDS?

An embarrassing but vital question is examined in this special report

"Booze, broads and bribes."

This inelegant sampling from the idiom of the music trade was revived a fortnight ago by a stir out of Los Angeles about payola for disc jockeys. Lew Irwin, KPOL Los Angeles news director who also handles a nightly news report on KABC-TV there, turned up a letter in which a onetime Denver deejay outlined an "alliance" to promote records onto a national hit list for $600 a tune.

The biggest news in that development was that the letter ever saw the light of day. Even the rumors about payola usually are traded under the counter. But they flourish in the dark. Though largely undocumented, the claim that deejays can be bought—and therefore that much of the nation's radio music is dictated by recording companies offering balm for the itching palm—is one of the most persistent of the postwar crop.

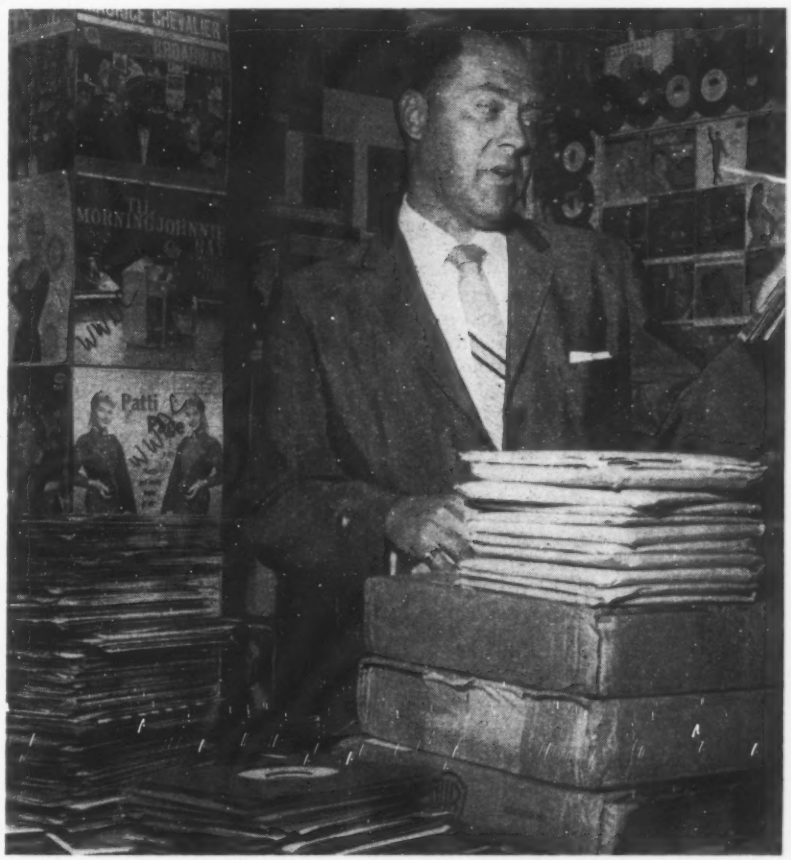
The rumors thrive on the inequalities of supply-and-demand, if not on fact. Since World War II the number of recording companies has grown from a half-dozen to 1,500 to 2,000 (chiefly, according to authorities, because improvements in the technology have made it possible to turn out a record for $350 or so). Many of these companies are one-day wonders, but when one fails, its place is quickly taken by another. New releases pour out constantly. To succeed they must sell. But before they can sell they must be heard—and no record maker has yet come to light who will put any medium ahead of radio for the exposure of his wares.

Bigness of Music • Radio in the meantime has become basically a musical instrument. Many stations estimate that at least 60 to 70% of their air time is devoted to records. So stations and recording companies clearly need each other. But there are so many more records than air time that stations can play only a fraction of the 50 to 250 new releases which come to them each week. The situation is so tight that some recording companies are crying for acceptance of shorter records, and for deejays to stop playing hits so often after they hit their peaks and start on the decline.

Investigation supports the logic that record companies pass out considerably more than free records—and that even the most strait-laced jockeys benefit from their largesse. Who's to refuse a fancy dinner, a plush weekend, a companionate night on the town? What is there to do with a friendly gift bottle but look it in the mouth?

There also is support for the contention that these are only fringe benefits—for some jocks. Under the cover of anonymity, expert witnesses will tell you about *quid pro quo* arrangements in which companies offer—and deejays accept—gifts too costly to be mere remembrances, money payable on either a retainer or a per-record basis, a percentage of sales, a piece of the company, even recordings by the case-lot for private re-sale by the jocks. "Booze, broads and bribes" signifies a way of life, some say.

"Don't quote me" • But usually the informants won't name names. And these things always seem to happen to somebody else. Moreover, other experts will testify that there is no payola of any consequence, certainly none be-



Program supply • On the desk in front of Fred Fiske, deejay on WWDC Washington, D.C., are the records which the station received last week. WWDC, like most other major market stations, gets at least 150 records a week (singles and albums) from record companies which need radio plays to stimulate retail sales. The rising flood of releases from some 2,000 record producers is creating impossible demands for air exposure.

yond the accepted bounds of normal customer relationships, and that, even if there is, it has no bearing on what records get played on the air. Ahmet Ertegun of Atlantic and Atco Records speaks for many on both sides of the turntable when he says: "You can't hide a hit—it's going to get played. People operating out of their hats get hits." While agreeing, others add, as did another recording executive, this codicil: "But damn few people will buy records they haven't heard."

The one thing that both sides agree on, in discussing payola or the nonexistence thereof, is that the opportunity is there. There is a strong body of evidence, however, that the opportunity today is more difficult to administer—that the payoff does not carry the influence now that it did 10 years ago. It can't, unless it is being passed out to more hands. For disc jockey is not the king he once was, except perhaps to his public. In the studio, where he once picked the records for his program himself, he now finds this function substantially taken over, in more and more cases, by a board of which he is only one member.

People in the record business are generally hesitant to talk bluntly about payola. Occasionally, however, there comes an exception. One such, speaking from anonymity, offered this appraisal:

"Do you honestly think that I or anyone else with a job or a business at stake would level with you? Do you really want to find out what goes with the record business? If you do, it's very simple: Get youself a couple of tunes, record them and go out to get them played. Then you'll find out for real.

"Take the records around to stations, call on managers, program directors, disc jockeys and try to get plays. Pretty soon you'll know why there's payola, why guys with records offer a piece of them or an interest in the music publishing company or the artist to an influential deejay to get them on the air. Pretty soon you're offering some bills or a percentage to anyone who can help get your tune or artist or record off the ground and headed somewhere.

"Do you think you or anybody can tell whether one rock-and-roll tune is better than the next one? Do you think the deejays or program directors can, or that they select the ones to play solely on their musical merits? Sure, a bad record is a bad record, and no one who wants to keep an audience for his program or station is going to program too many bad ones. But what about the good ones, the ones that are at least as good as the run of the lot?

"When the major companies put out five records a week apiece and the independents each contribute one or more, there's 200-300 records a week. Who can play them all and decide which ones are going to get the plays that don't go to the Top 10, which are played every hour, or to the rest of the Top 40, played every three or four hours? There's room for about 15 or 20 discs outside the Top 40, and how much chance do you think your record has of being one of those 15 or 20 and how much are you willing to pay to help make it one?"

Hard to Document • Payola charges generally follow a pattern—stories of deejays with deals which net them a penny a platter from the sale of records they plug on the air, deejays on retainers paid by record companies to insure plays of all their releases, deejays with "rate cards" showing how many plays you can expect for your money and, in the rate-card tradition offering dollar-volume discount inducements.

The charges are hard to back up and indeed are denied by people as well placed as those who make them. But that doesn't stop them from circulating. A little over a year ago, for instance, Seymour M. Lazar, an entertainment lawyer from Beverly Hills, Calif., who also is west coast attorney for ASCAP, told a Senate commerce subcommittee that:

"Southern California is known as a 'payola district.' In order to get your song played by disc jockeys in Los Angeles you must pay cash."

Mr. Lazar hedged by saying that "not all disc jockeys take cash," but he ventured that "more than half do." He said he got his information from "inquiries through the trade, and I know of disc jockeys making $300 to $500 a

Jury system of picking records • At many stations, the autonomy of individual disc jockeys in choosing records to be played on the air has been withdrawn in favor of selection by a panel. At some stations top management participates, at others, management plus performers. KFWB Los Angeles uses a combination system. The Top 40 tunes are chosen on the basis of record sales. The rest of the records which the station plays are picked by a panel of deejays and the vice president for programming—after the station's president, Robert Purcell, and the music librarian have screened out 75% of the releases which flood the station. In picture at left a jury of deejays listens to a new release. Members are Elliot Field and Ted Quillin (l-r, foreground) and B. Mitchel Reed and Bruce Hayes (l-r, background). In picture at right Chuck Blore, programming vice president, presides over session.

WNDU-TV and RADIO

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NBC CHANNEL 16 ABC NETWORK RADIO

"The Notre Dame Stations"

serving the

SOUTH BEND — ELKHART MARKET

Indiana's Second Market

Second in number of households
Second in buying power
Second in total retail sales

week, above their salaries of $25,000 to $50,000 a year. . . . The broadcasters know this. It is that flagrant."

Rebuttal • Mr. Lazar did not document his charges. At least one record promoter, Bob Stern of Hollywood, who represents close to a score of labels, says he wired the committee asking for a chance to refute the testimony but never got a reply, let alone an invitation to appear.

It is Mr. Stern's contention that competition if nothing else has kept Los Angeles and many other markets clean: If one deejay is dominant in a city perhaps he can afford to take payola, but in a market like Los Angeles no one jock (or station) is so powerful that he (or it) can take the risk. The deejay who knowingly plugs bum records, Mr. Stern reasons, isn't going to keep an audience long enough to help anybody.

"There may be payola but there's no dictatorial pay-off," he contends, meaning that deejays aren't paid to play specific records. He acknowledges that at Christmas time "we show our appreciation for what they've done in the past year," and maybe if a jock's wife is in the hospital her bill might be paid. "But we never pay them to play any certain record," he declares.

Season's Greetings • This point of view does not conflict with the sizeable body of opinion which holds that record promoters can be as thoughtful as other businessmen at times like Christmas. It is only consistent with the spirit of the occasion, aside from prudent business, to remember one's friend and repay past favors. And it would be gross ingratitude if the remembrances were not accepted in the spirit in which they were given. In all this camaraderie and seasonal good will a considerable lot of merchandise changes hands, and this is not denied any more than in any other business.

But sometimes the spirit of fellowship gets out of control and gifts are passed that seem to tax the limits of ordinary generosity. The Christmas wrappings may even yield up a car or a boat among the other geegaws. And it is said that some deejays have become so hardened to such things that they have been known to suffer temporary lapses in their manners. A classic example is the jock who, as such legends go, received a color television set and promptly called the donor, not to express gratitude but to break the news that "it's too bad that I can't use it where I live without spending $150 for a special antenna installation."

Report from L.A. • One of the principal recent contributors to the body of existing literature on payola is KPOL-KABC-TV's Mr. Irwin. His broadcast breaking the story of the would-be payola "alliance" a couple of weeks ago was one in a series he has devoted to the subject over the past few months.

One recent guest was attorney Lazar, who this time was a little more specific about the source of his information than he had been in his congressional testimony.

"I know of [instances among] my own clients where payoff exists," he declared. "I know it exists because I know of individuals that pay individuals all over the country for it."

Payola, he said, can take many forms —$50 or $100 bills enclosed with records, credit cards, a suit of clothes. A jock in an "influential position," he hazarded, can add $50,000 to $150,000 to his salary via payola. He viewed it as a "national" problem, asserting that there are perhaps 20 to 25 "key situations" where top 40 records are made and where, therefore, the deejays are much more apt to be pressured. "Many of these disc jockeys do take payola," he charged.

Writers and Publishers • Mr. Lazar also contended that songwriters and music publishers are culprits in the payola game. This is part of ASCAP's standing charges against BMI. In the case of "an honest-to-goodness songwriter, a person who writes a good song," Mr. Lazar contended, payola is necessary or "his music will not be heard, and if it is not heard it can never be a hit." (Music publishers themselves testify that radio plays can be even more important to them than to recording companies, because they get more than half of their revenues from performance credits.)

In another broadcast Mr. Irwin maintained that payola is paid "not for the sake of selling records, but for the sake of deceiving the Internal Revenue Bureau." He quoted an unidentified recording company official as contending that gangsters control juke boxes which they cite as source of revenues that actually come from illicit operations. To make their jukebox business look good, he asserted, they produce records and promote them into hits via payola.

Another Irwin guest, Wolfe Gilbert, West Coast director of ASCAP, speculated that "major houses"—he was referring to music publishing firms—are not as guilty of payola as smaller and newer ones. This concept seems to be generally but not universally shared with regard to payola charges against recording companies.

Dick Whittinghill, KMPC Los Angeles deejay, and Al Jarvis of KFWB Los Angeles, one of the first of the nation's deejays, also have appeared on Mr. Irwin's program.

Mr. Whittinghill said that he had been "approached by a couple of song pluggers, and the head of a record company, and they've offered me anything from putting a pool in my house to reroofing the house, and [there was] one incident with cash." But he said he knew for a fact that "no one at KMPC is taking it [payola]. We're known as a very clean station. We get enough dough—they pay us a pretty good salary. There's no reason for us to resort to anything as low as that." His judgment of the payola business: "It stinks."

Mr. Jarvis said "some" distributors engage in the practice and "some" don't. "I think the bigger ones do," he added. But he contended that nobody has to pay for plays of a first-rate record—and "I don't think that any first rate disc jockey," he said, "intentionally plays second-rate records." Even if a station permits the deejay to pick his own records "he still must play to please his listeners."

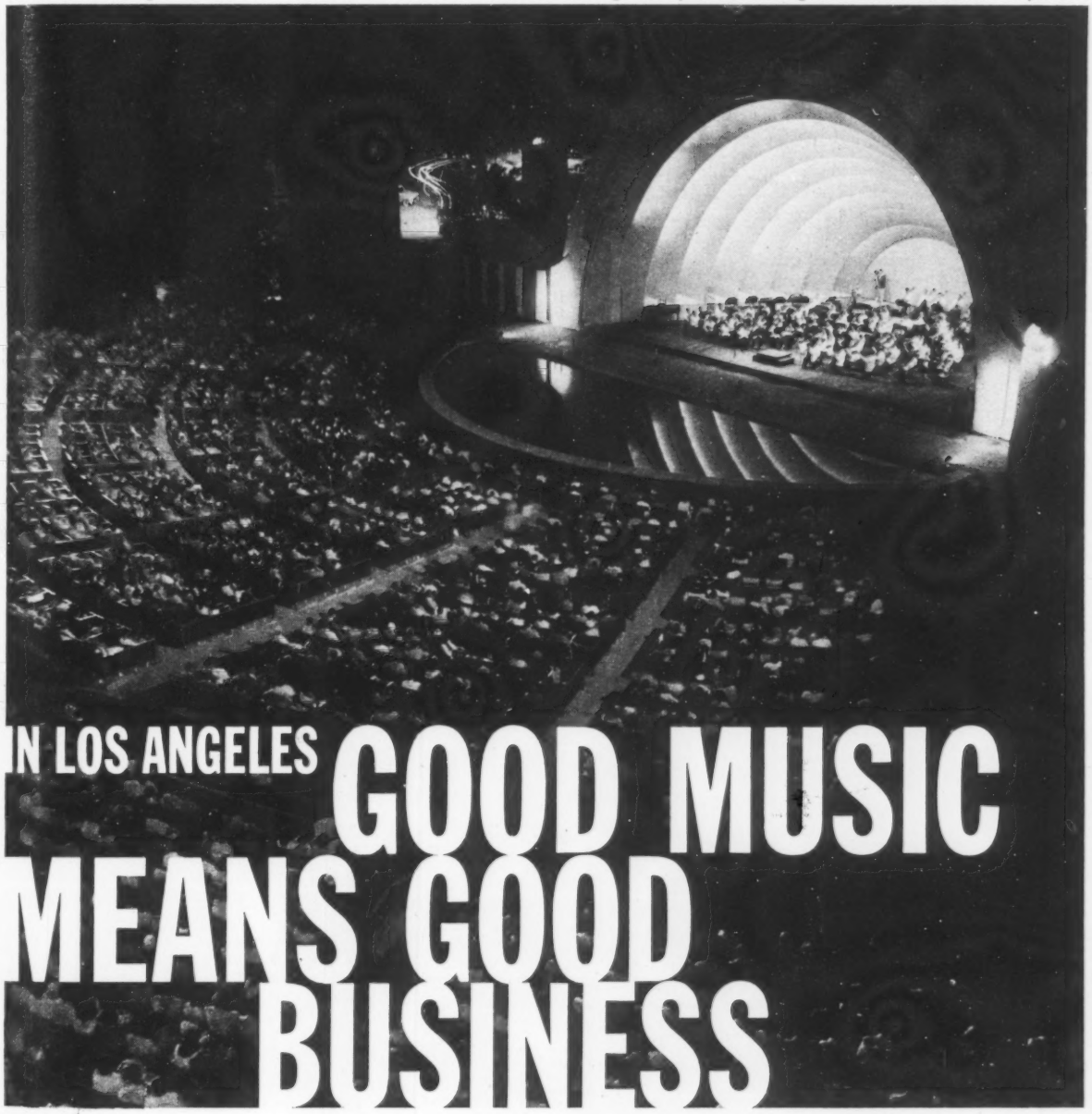
A Case of Good Will • If anyone had any doubts about the importance that record makers attach to radio he should have attended the deejay convention sponsored at Miami Beach last spring by the Storz Stations (BROADCASTING, June 1, 8). The number, variety and meatiness of the speeches were rivaled by the number, variety and meatiness of the extra-curricular diversions set up for the boys by recording companies. Some of the hosts displayed singularly fundamental ideas about recreation, along with seemingly unlimited sources of supply (which some of them are, indeed, said to have).

It is accepted fact that recording companies may be excluded from the next such get-together, but in fairness it ought to be reported that at least some recording executives contend this was by no means the worst display of hospitality they had ever witnessed. "It just got the worst press," they explain in what is probably the biggest understatement associated with that gathering.

Anything but Cash • More direct testimony to the esteem in which influential radio programmers are held by recording people is given by an executive whose company is not a major but is successful and in clean repute regarding payola. "We'll give then anything they want short of money, so long as it doesn't mean demeaning ourselves," he asserts. His idea is not to buy specific plays but to keep his label in favor among as many so-called decision-makers as possible.

At the other extreme is the record plugger who, according to President and General Manager Robert M. Purcell, once walked into the program director's office at KFWB Los Angeles with this proposition: "I want your 'pick tune of the week' and here's a check for $1,700, which I'm told is your price." When the program director

Year after year, Southland listeners choose KFAC AM-FM for the best in music... for Hollywood Bowl summer concerts and Philharmonic winter concerts in thrilling live stereo... for the finest music from all the world in true high fidelity. One of the largest audiences... and most responsive.



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More than forty KFAC accounts are in their second to nineteenth continuous year because good music rings up sales in Southern California.

KFAC AM-FM

The Music Stations for Southern California
24-hour simultaneous AM-FM at one low cost
Represented by The Bolling Co., Inc.

PRUDENTIAL SQUARE · LOS ANGELES

refused, the promoter tried to be understanding. "Okay," he said, "so you've got your tune picked for this week; I'll take next week. Or the week after." Continued refusal left the promoter nothing to do but depart, shaking his head.

This episode may be related to another, also involving KFWB, which is told by a record promoter. He tells of a rival plugger who, having somehow learned what record was to be the following week's "Pick of the Week" on KFWB, telephoned the record company in New York and offered, for 900 free copies, to get the number named "pick" by the station. The record company sent the 900 copies, which the hustler sold for private gain, and that was all there was to it until the company, a few weeks later, instructed its regular promoter to get a record selected as the week's pick. "We know it's for sale" was the gist of the message. It took some talking to convince the home office that it wasn't.

Payola on the air • On several broadcasts in recent months Lew Irwin, news director of KPOL Los Angeles who also does a nightly news report on KABC-TV Los Angeles, has reported alleged examples of largesse passing to deejays from music interests. Two weeks ago Mr. Irwin broadcast a story about a former Denver deejay who was said to have tried to set up an "alliance" of "close-mouthed" disc jockeys to promote records for pay. The proposal was made to a recording company executive who rejected it, according to Mr. Irwin. The deejay, Bud Lee, couldn't be found last week. He left Denver a year ago, BROADCASTING learned, later worked in Boston and then in Phoenix.

Radio First • There is less garish evidence of radio's standing with the record companies. No manufacturer is apt to quarrel with Joe Carlton's observation that "radio stations are our first point of sale." The head of Carlton Records, who was a&r man for Mercury and RCA Victor before he formed his own company in 1957, says his people make it a point to know, personally, as many of the country's program directors as possible—an exercise in togetherness that runs his telephone bill to more than $3,000 a month.

It seems significant that Mr. Carlton, along with many others, mentions the program director rather than the deejay as the man to know. Often the two titles are interchangeable, but investigation makes clear that, at least in major stations, the deejay no longer rules in lonesome splendor. Even if he still picks the records he plays, he's apt to have the face of management peeking over his shoulder while he does it.

"A good music-control system is bound to improve programming," says one specialist who works directly with more than a score of stations. The system may vary, but most successful stations have one. More often than not it is based on a committee of management and/or programming authorities which, if it doesn't actually select the bulk of the records to be played, at least establishes the policies under which they are chosen. Even Martin Block, who is now in his silver anniversary year as a disc jockey and whose paternity of the deejay business is not widely questioned, conforms his selections to guidelines laid down by the management of his station (ABC-owned WABC New York).

Restrictions • Music policies naturally vary according to the image that management wants to project. Certain types of music are automatically eliminated. The range of selections is further narrowed at the so-called "Top 40" stations, where 40 of the 65 to 125 records played in an average week are automatically chosen according to record sales, postcard or telephone polls or whatever other formula is used to determine popularity ranking.

Nobody has yet devised a formula which will accurately predict which records will attain popularity and which won't. One theory is that the Columbias, Victors and other old-line majors have been hurt in the pop singles field because they record too cleanly. Their records don't have the raucous sound that teen-agers want and that smaller companies, with fewer facilities, can hardly produce anything but.

"It's not the tune but the way it's distorted that counts," says one whose business is to try to fathom such mysteries.

A new trend may be developing, however. Observers note an increasing use of strings and other evidences of conscious effort to get a more balanced sound in records that are making the hit lists these days. Moreover, album sales are increasing—they represent about 80% of dollar volume already—while singles are slumping off. This brings up another theory: That youngsters who buy singles hear them so much on the radio that they don't feel such a need to buy so many any more. This theory, if true on a wide scale, would play hob with selection methods based solely on sales. Carried far enough, it might even restore the deejay to something more like his old-time authority.

Sales the Key • For the present, however, record sales seem to be the criterion used most often in making selections. "Sales are an absolute index of public taste," says one leading radio programmer. But this view is not universal. "Sales," says another, "are naturally a guidepost, but you can't live or die by sales. You've got to use judgment too. A new Como record you always use, and a Presley if you're that kind of station. And if you're that kind of station, you never use a Lombardo, no matter how much it sells. If 35% of sales are classical albums, this doesn't mean 35% of your programming should be classical music; in all likelihood it just means that a very few people are spending one hell of a lot for classical records."

Some stations don't use sales as a guidepost at all, or only slightly. One such is KDAY Los Angeles, which has a "Voice Your Choice" device in which listeners call in their preferences (at an average rate of more than 2,000 calls a day).

"We used to employ a librarian but then we found we were spending $4,000

Another thriller-diller from WJRT—

"Cheating at the shell game, Chief?"

"Shell, schmell, Ponsonby. I am merely demonstrating the unrivaled efficiency with which WJRT covers Lansing, Flint, Saginaw and Bay City."

With WJRT, you pay your money but you don't have to make a choice. With just one buy, you get Flint, Lansing, Saginaw and Bay City smack in the palm of your hand. It's the most efficient way to reach the four big mid-Michigan metropolitan areas—and reach 'em with a Grade "A" or better signal. You'll reach 'em with a single-station buy. And you'll reach 'em from the inside—Flint, Lansing, Saginaw and Bay City. Come on in for the rich mid-Michigan market with its half-million TV households. The reaching's fine.

WJRT

CHANNEL 12 FLINT

ABC Primary Affiliate

Represented by **HARRINGTON, RIGHTER & PARSONS, INC.**

New York • Chicago • Detroit • Boston • San Francisco • Atlanta

IN SOUTHERN NEW ENGLAND
NOW RADIO'S RIGHT THRU THE NIGHT
wice
5000 WATTS GOES 24 HOURS
WICE NEWSMOBILE
wice
PROVIDENCE, RHODE ISLAND

a year to keep track of yesterday's music when really we're only concerned with today's and tomorrow's music," says Manager Irv Phillips. "We used to consult the listings in *Billboard* and *Cash Box* and do our own guessing. But this too was based largely on the past, on what people had bought. So now we go directly to the listener, through 'Voice Your Choice'."

Record Makers as Sponsors? • Mr. Phillips contends this way gets results faster—that hit records sometimes reach the Top 10 on KDAY before they've made the Top 40 on some other stations relying on sales figures.

KDAY, incidentally, is one of those stations that have tried to skirt the payola possibility by selling time outright to record companies and letting them program it with their releases. Mr. Phillips hasn't had much success on that score, but he thinks this is because he hasn't had much time to work on it. He still feels it would work if someone took the time to pitch it to major manufacturers.

Hot Cities • What makes a hit is one question. Where hits are made is another, and on this it is possible to get somewhat more specific—though different—answers. One manufacturer says record companies are primarily interested in about 12 key markets "where about 85% of the business is done." He names the 12 (not necessarily in rank order) as Boston, New York, Philadelphia, Pittsburgh, Chicago, Cleveland, Detroit, Minneapolis, St. Louis, Los Angeles, San Francisco and Seattle. Secondary targets, he says, are in Texas, New York, the Carolinas and Georgia.

Other record makers disagree. Several point out, for example, that "New York is notoriously *not* one of those markets where hits are made." Some insist that "key" markets change. There also are those who hold that in general—but always with exceptions—markets having 50-kw clear channel stations can usually be regarded as "key."

In addition to restrictions imposed by music specialty, reliance on sales and other systems of selection, many stations also exert specific controls over the relationships between their people and record promoters.

One such is KFWB Los Angeles. Last winter President Purcell sent to record promotion people a letter typical of attitudes expressed by many station executives. After thanking the promoters for "all that you have done in helping the station," the letter spelled out certain operating procedures for the mutual advantage of "both of our businesses":

"1. As you are aware, our program department follows the policy of trying to give every record a fair, impartial hearing. Therefore, while personal contact is most agreeable, it is not necessary and lack of it will not depreciate the opportunity of a good record getting on our list.

"2. In order that we both may function more efficiently, record promotion men must, like other visitors, be excluded from haphazardly wandering into our operational area. They must remain in the lobby until the switchboard operator has contacted the person they are here to see, and then only go into the operational area by invitation of that specific person, complete their business with him and, like any other visitor, leave him to his already rapid-paced broadcast activities.

"3. Mr. Bill Angell [assistant program director] is assigned the duty of receiving all records; and if the promotion man will contact him through the switchboard, he will make arrangements for receiving same.

"4. Chuck Blore [program vp] cannot afford time away from more responsible duties to get into personal evaluation of individual records before they have been screened by Mr. Angel.

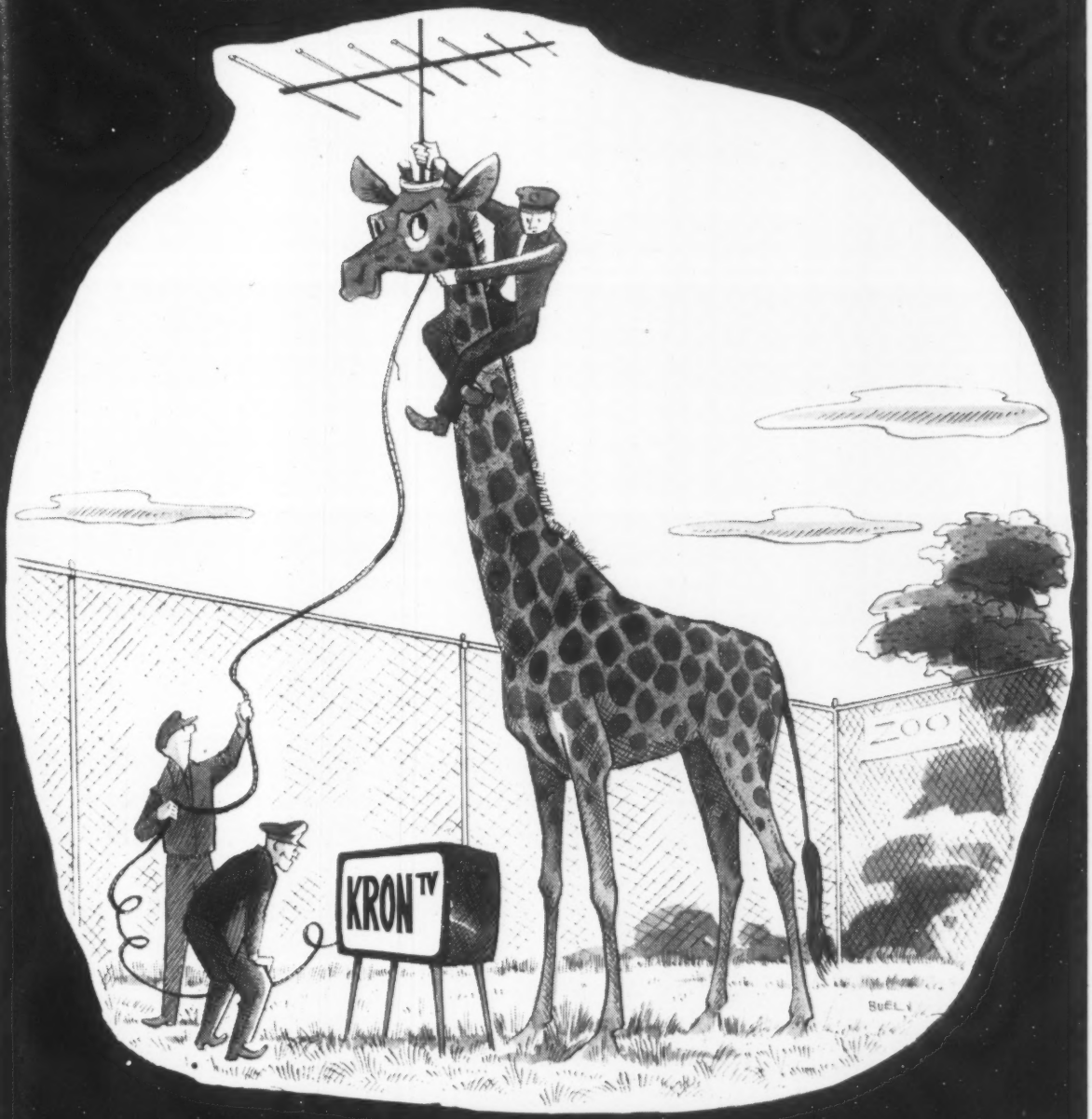
"5. After 6 p.m. Monday through Friday, and on Saturday and Sunday, there will be no visitors allowed. . ."

Record Jury • The records that KFWB plays are picked by two systems. The Top 40 are picked according to sales, the rest by a jury of deejays after Mr. Purcell and the music librarian have screened out about 75% of the some 200 sides KFWB gets each week. Many a station uses the same basic system, but the panelists vary. At WMCA New York, for example, station ownership and management, the program department, music librarian and talent all participate in the selection process.

"We spend more time on this than any one other thing," says Vice President-General Manager Stephen L. Labunski who also has introduced at WMCA a telephone-request poll as an additional guide.

Some stations have a smaller "jury" and at many the deejays are given a free rein on some records. KMPC Los Angeles combines these methods. Program Director Bob Forward and the music librarian pick 15 tunes that are played in every four-hour segment for a week, three or four tunes an hour, leaving 10 or 11 releases up to the individual deejay. This, Mr. Forward explains, is designed to give the station continuity (through repetition of the 15 selected tunes) plus personality (as reflected in the choice of other records by the individual deejays). Along with the 15 must-plays the deejays also get a list of singles "you

KRON is TV in SF



San Franciscans are sold on KRON-TV

Prime Time Available in Major Movie
10-11:30 PM Fridays
#1 Friday Film Feature, by far!*
*10.1 avg.—Nielsen, June, 1959

• SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

should play" and albums "you should play"—not orders, but instructions.

There are, at other stations, variations of the "you should play" alternatives. Some stations supply specific lists from which the deejays can make their "free" choices.

Deejays' Responsibility • By no means do all stations transfer the selection process to committees. The Storz Stations, one of the most successful independent groups, feels selection is the province of the deejay, and that the management role is to make sure that overall objectives and policies are served intelligently by the music that is chosen.

"All Storz stations," says Executive VP George W. Armstrong, "attempt to schedule the deejays on no more than one show per day. Thus they are free to spend the balance of their time auditioning records, selecting what will be aired and preparing the material or chatter best fitted to the music. This also affords the deejay an opportunity to 'balance' his show and takes him out of the 'grab and spin' variety of radio performer."

Deejays at the Knorr station group are given similar latitude within the limits of station policy. But at another major independent groups, officials say firmly that "our management picks all the records." Peter Potter, whose *Juke Box Jury* used to be a network show and now is taped at KTTV (TV) Los Angeles and syndicated nationally by NTA, takes a different tack on how it should be worked. In his book the deejay should heed management's preferences last if at all—because, he says, the chances are that these represent what the manager's wife or kids want to hear.

Special precautions • The freedom-within-reason approach does not necessarily reflect management blindness to the possibilities of pressures being applied to get records played (although some operators say they have had no experience with such a thing). Some, like KFWB, go so far as to write anti-payola clauses into their deejays' contracts. More often they recognize some benefits along with the dangers, trust their employes to know the difference—and stand ready to fire if the situation gets out of hand.

"With radio so important to the economic success of record companies," says Storz' Mr. Armstrong, "there are naturally going to be some in that industry who will go to great lengths to insure the playing of a record. However, most companies engage only in legitimate public relations with our program directors and personalities. They invite our people to lunch or dinner and in the process sell themselves and their new releases.

"We feel this kind of record company activity is both acceptable and even desirable. However, if the selling process becomes pressure or bribery, we are most emphatically opposed. Stations who permit their personnel to be bought are courting disaster—to their audience, their integrity and finally to their pocketbooks. Gift of television sets, expense-paid vacations, boats, cars and what-have-you are clearly as much a bribe as outright cash. Storz policy expressly forbids our people from accepting any such gratuities, and we have had virtually no trouble in making it stick."

Small-station problem • Even among stations who take the most elaborate precautions against payola there is a feeling that record promoters perform valuable services, aside from the free records they supply. This, of course, does not apply to all stations. Many of the smaller ones don't get even free records, or, as one operator put it, "have to fight like hell to get on the free list."

It is hard for these neglected stations, who usually can least afford to buy their own music, to understand why companies that send out 3,000 copies of a single release can be so blind—or deaf—to the needs of smaller outlets. Don't these stations influence record buyers too?

Obviously they do. Their problem has been explored by many experts. Howie Leonard of WLOB Portland, Me., who incidentally calls himself a "musicaster" rather than deejay, could be writing the majority opinion for the little stations when he says that, although he's not a victim of the system himself, it probably could be licked in some fashion such as this:

"Distributors, record companies and publishers: Bring your mailing lists up to date. At least twice a year, send out questionaires to management for a revision of deejay personnel at the station. . . . Besides, who needs five copies of a record? Why are records sent to every deejay on the staff? Why not send them to the program director only, and thereby service more stations."

Other services • Extra records, not only for broadcast use but in greater quantities when needed, represent one of the company "services" that are cited by favored stations and promoters alike. "If we say we like a record and need 10 copies," says a prominent West Coast broadcaster, "they'll get them to us even if it means flying them out from New York." Other testimony indicates that the number could be multiplied and the record companies, if the need and the station were important enough, would still be happy to oblige.

Promoters say that sometimes the situation is reversed and deejays perform a service for them by *not* playing records. "If they don't like them, they won't play them," says Norman Greer, executive director of advertising and sales promotion for Dot Records. "Friendship helps, but very seldom will a deejay play a record out of friendship if he doesn't think his listeners will like it. And we don't want them to. If the deejays turn down our records we're happy because this lets us know we're on the wrong track and we can change." One recording company executive, it is said, carries this reasoning to the extreme of advising deejays to steer clear of his own records when he thinks they're bad, on the theory that plays alone won't sell a stiff.

Truth is a Virtue • One of the promotor "services" mentioned most frequently by broadcasters is one that many people take for granted in any business. "They don't lie" is the tenor of this tribute. The rationale, hard to dispute, is that record pluggers know they would get caught and forevermore be suspect if they let their enthusiasm bruise the truth in promoting a bad record.

Most program men, like the Westinghouse group's Program Manager Bill Kaland, feel that "record people should be welcome at the station. They have ideas on talent and programming, for instance, and when we need an artist for a special appearance they can arrange it or make the introductions for us. They're service people, essentially, and while it's part of their business to get their records played, it's a part of radio's business to play the records it wants to play."

On the same theme, Executive VP Herbert Greenspon of Columbia Records (who finds "some good" and "some bad" practices in the broadcasting and recording business relationship but prefers not to discuss the bad) points out the helpfulness of promotion men in keeping jocks abreast of doings in other markets, supplying background on artists and records for on-air chatter purposes, and otherwise helping the disc-spinners do a better job. To these may be added such diverse and generally undisputed services as contest ideas, promotional material for station use, background reports and personal-appearance arrangements.

One Last Service • Buddy Basch, a free-lance promotion man, reviewed these and added a few additional items to the list of promoter services in a speech to the deejay convention in Miami:

". . . Service is our business. . . . We don't want you fellows to play what you don't like—what doesn't fit your

Last week in Miami, Florida, the American Bar Association presented its annual "Gavel Award" to ABC–TV. The inscription on the gavel reads . . . "for increasing public understanding of the administration of justice through its television series 'Day in Court.'" We are proud to receive this coveted award. We are honored by professional recognition that this top-rated daytime program is achieving its objectives. Daytime and evening, increased public understanding and entertainment will continue to be the twin objectives of all ABC programming. **ABC TELEVISION**

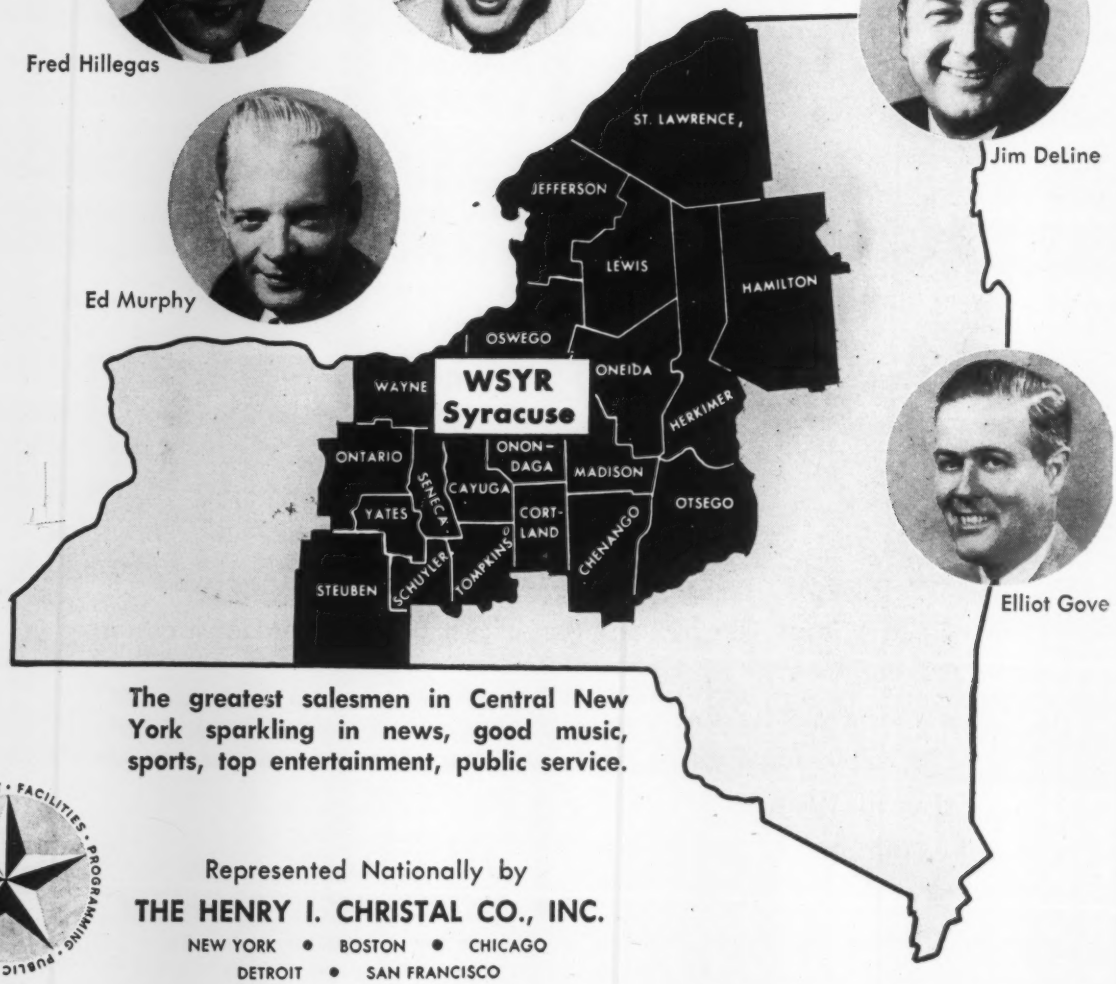
Leadership

Fred Hillegas

Joel Mareiniss

Jim DeLine

Ed Murphy



Elliot Gove

The greatest salesmen in Central New York sparkling in news, good music, sports, top entertainment, public service.

MARKET · MANAGEMENT · FACILITIES · PROGRAMMING · PUBLIC SERVICE

Represented Nationally by

THE HENRY I. CHRISTAL CO., INC.

NEW YORK • BOSTON • CHICAGO

DETROIT • SAN FRANCISCO

WSYR Delivers 85% More Radio Homes Than The No. 2 Station

In an area embracing 18 counties, 402,670 homes,
1.5 million people with a $2.5 billion buying-power . . .

Bill O'Donnell

Deacon Doubleday

Carol Johnson

WSYR DELIVERS MORE HOMES THAN THE NEXT TWO STATIONS COMBINED

Top programming . . . . Top facilities . . . .
Top personalities . . . . make the difference.

*All figures NCS No. 2, weekly coverage

NBC in Central New York

WSYR

5 KW · SYRACUSE, N. Y. · 570 KC

format or your personality or your time slot. All we ask is that you listen and give the items we're handling a fair shake in today's cluttered market.

"I have personally produced literally dozens of shows and events for disc jockey friends and helped with anniversary parties, securing theatre tickets and accommodations when they came to New York. I've even spent the afternoon on the telephone locating an artist for some of you fellows—many times an artist I wasn't even handling. I've helped work out and judge contests, worked out on-the-air and other gimmicks for audience pull [and] provided comedy material in a couple of cases. I've written and placed trade paper items on occasion, as well as working out a 'mail pull' gimmick to show the boss you have listeners."

There is another service, not usually cited, to which Mr. Basch apparently attaches considerable importance. He mentioned it three times in his speech. The service: Finding better jobs for disc jockeys.

BROADCAST ADVERTISING

ANACIN NO. 1 TV NETWORK BUYER

Is biggest brand spender in both June & second quarter

Leading network television brand advertiser in the second quarter of this year was American Home Products' Anacin tablets with a $2.4 million gross billing. During the first half of this year, gross time billing on the three tv networks totaled $309.3 million compared to $283 million in the same period a year ago.

Statistics on network tv time charges detailing leading advertiser expenditures for June and the second quarter were released Friday (Aug. 28) by Television Bureau of Advertising. Compilations are by Leading National Advertisers and Broadcaster Advertiser Reports (LNA-BAR).

Anacin also was the top network brand advertiser in June, spending nearly $870,000. Chevrolet was second in both the second quarter and in June. Proctor & Gamble had three of its products—Tide, Gleem and Crest—in the top 25 brands for the second quarter and in June. Cigarette maker R. J. Reynolds Tobacco Co. also was a three-product advertiser placing in the top advertiser list in both periods (products: Camels, Winstons and Salems).

Daytime billing (gross) increased by 34.3% over June 1958 to $16.1 million and January-June charges were up 25.8% over the corresponding period last year to $103.4 million. Nighttime billing increases were 1.8% over June 1958 to $32.2 million and January-June increased 2.5% to $205.8 million.

Estimated Expenditures of Top 25 Network Brand Advertisers Second-Quarter 1959

1.	Anacin Tablets	$2,415,775
2.	Chevrolet Passenger Cars	2,126,684
3.	Tide	1,925,987
4.	Kent Cigarettes	1,873,261
5.	Ford Passenger Cars	1,834,566
6.	Colgate Regular & Aerosol Dental Cream	1,768,131
7.	Gleem Regular & Aerosol Toothpaste	1,660,063
8.	Phillies Cigars	1,565,090
9.	Camel Cigarettes	1,556,717
10.	Dristan	1,405,137
11.	Winston Cigarettes	1,371,823
12.	Bayer Aspirin Tablets	1,332,009
13.	L & M Filter Tip Cigarettes	1,324,438
14.	Bufferin	1,272,085
15.	Dodge Passenger Cars	1,267,994
16.	Handy Andy Liquid Cleaner	1,242,026
17.	Viceroy Cigarettes	1,234,975
18.	Chesterfield Cigarettes	1,100,463
19.	Salem Cigarettes	1,028,861
20.	Crest Tooth Paste	1,018,087
21.	Pall Mall Cigaretttes	1,011,582
22.	Beech Nut Gum	1,002,310
23.	Bulova Watches	997,385
24.	Alka Seltzer	968,578
25.	Prudential Insurance	962,418

ESTIMATED EXPENDITURES OF NETWORK TV ADVERTISERS BY PRODUCT CLASSIFICATION

	June 1959	2nd Quarter 1959	Jan-June 1959	Jan-June 1958
Agriculture & Farming	$ 168,170	$ 565,156	$ 1,048,140	$ 51,347
Apparel, Footwear & Accessories	551,873	1,799,884	2,824,957	2,480,634
Automotive, Automotive Accessories & Equipment	3,406,395	11,547,943	23,073,047	29,696,290
Beer, Wine & Liquor	581,016	1,529,957	2,760,541	3,173,626
Building Materials, Equipment & Fixtures	209,188	781,872	1,575,991	966,160
Confectionery & Soft Drinks	772,588	2,631,704	6,188,603	4,576,218
Consumer Services	173,464	617,823	1,689,939	1,708,161
Drugs & Remedies	5,354,310	15,972,797	35,487,387	27,683,308
Entertainment & Amusement	27,981	254,901	254,901	239,333
Food & Food Products	8,970,746	27,290,490	58,288,152	53,204,244
Freight, Industrial & Agricultural Development	—	158,744	235,587	—
Gasoline, Lubricants & Other Fuels	551,259	1,487,140	2,187,148	1,321,384
Horticulture	—	201,228	240,016	716,295
Household Equipment & Supplies	2,931,957	8,368,010	14,951,444	11,731,031
Household Furnishings	128,111	1,005,491	1,791,151	1,575,476
Industrial Materials	1,463,816	4,781,495	10,423,733	9,655,264
Insurance	625,090	2,462,699	5,133,387	3,627,174
Jewelry, Optical Goods & Cameras	1,111,832	4,779,404	6,782,609	5,623,815
Office Equipment, Stationery & Writing Supplies	204,279	836,877	1,961,169	3,540,346
Political	—	—	—	66,174
Publishing & Media	—	—	—	827,833
Radios, Television Sets, Phonographs Musical Instruments & Accessories	173,853	1,307,302	2,901,374	3,725,508
Smoking Materials	5,828,852	18,026,077	37,927,340	29,140,544
Soaps, Cleansers & Polishes	5,323,320	16,800,856	33,807,435	32,252,286
Sporting Goods & Toys	279,352	716,137	1,321,539	758,467
Toiletries & Toilet Goods	8,993,434	26,734,894	51,921,346	49,177,572
Travel, Hotels & Resorts	15,970	243,599	715,062	1,433,403
Miscellaneous	625,283	1,959,074	3,888,934	4,119,556
TOTAL	$48,472,139	$152,861,504	$309,380,932	$283,071,449

LNA-BAR: Gross Time Costs Only

Estimated Expenditures of Top 25 Network Company Advertisers Second-Quarter 1959

1.	Procter & Gamble Co.	$14,067,431
2.	Lever Brothers Co.	8,493,654
3.	American Home Products Corp.	6,755,167
4.	Colgate-Palmolive Co.	5,876,904
5.	General Motors Corp.	5,402,297
6.	General Foods Corp.	4,966,484
7.	R. J. Reynolds Tobacco Co.	3,970,790
8.	P. Lorillard Co.	3,318,112
9.	General Mills, Inc.	3,307,724
10.	Sterling Drug, Inc.	3,220,155
11.	Bristol-Myers Co.	3,099,453
12.	Gillette Co.	2,967,125
13.	Liggett & Myers Tobacco Co.	2,962,154
14.	Ford Motor Co.	2,703,465
15.	American Tobacco Co.	2,572,344
16.	Chrysler Corp.	2,249,020
17.	Pharmaceuticals, Inc.	2,175,522
18.	Standard Brands, Inc.	1,856,852
19.	Miles Laboratories, Inc.	1,840,899
20.	S. C. Johnson & Son, Inc.	1,719,123
21.	National Biscuit Co.	1,714,711
22.	Brown & Williamson Tobacco Corp.	1,707,999
23.	Philip Morris, Inc.	1,684,757
24.	Bayuk Cigars, Inc.	1,565,090
25.	Eastman Kodak Co.	1,562,450

More Tables on page 50

POST FOR
RICH REWARDS
IN THE
CHICAGO MARKET!

ANACIN NO. 1—*continued*

Estimated Expenditures of Top 15 Network Brand Advertisers June 1959

1. Anacin Tablets	$869,905
2. Chevrolet Passenger Cars	643,113
3. Kent Cigarettes	635,022
4. Tide	627,378
5. Ford Passenger Cars	549,414
6. Phillies Cigars	510,715
7. Camel Cigarettes	500,052
8. Dristan	489,779
9. Colgate Regular & Aerosol Dental Cream	487,508
10. Gleem Regular & Aerosol Tooth Paste	445,625
11. Viceroy Cigarettes	433,959
12. Winston Cigarettes	431,161
13. Crest Tooth Paste	427,727
14. Bufferin	424,607
15. Salem Cigarettes	394,052

Top 15 Network Company Advertisers June 1959

1. Procter & Gamble Co.	$4,814,629
2. Lever Brothers Co.	3,063,265
3. American Home Products Corp.	2,427,974
4. Colgate-Palmolive Co.	1,788,045
5. General Foods Corp.	1,694,687
6. General Motors Corp.	1,608,660
7. R. J. Reynolds Tobacco Co.	1,325,265
8. General Mills, Inc.	1,139,905
9. Bristol-Myers Co.	1,109,027
10. P. Lorillard Co.	1,042,592
11. Sterling Drug, Inc.	992,667
12. Gillette Co.	953,685
13. Liggett & Myers Tobacco Co.	900,506
14. Ford Motor Co.	837,922
15. American Tobacco Co.	729,201

Lasting as well as immediate results

The Silver Gate Savings & Loan Assn. of San Diego will challenge the joke that the break for the tv commercial is a signal for the break to the refrigerator, the powder room or other places, where a minute might be better spent.

Silver Gate Advertising Manager Robert D. Aston documented this last week in reporting on the aftermath of a special onetime show carried on KFMB-TV San Diego, Calif., two months ago. The advertiser last June had sought a special vehicle to announce that it was raising its interest rate to depositers to 4½%. *An Hour With Andre*, starring Academy winner and MGM Musical Director Andre Previn, was presented as a local live spectacular.

"The business produced by the Previn show contributed to a highly successful transfer period for the month of July and the results are still felt," Mr. Aston reported last week. "A large volume of unsolicited mail was received at the office subsequent to the program and in every instance the comments were favorable, leading us to feel that the program also created a great deal of goodwill for Silver Gate with the thousands of viewers who watched the program."

An Hour With Andre represented one of the more ambitious productions of KFMB-TV and the Don Larson Advertising Agency (on behalf of Silver Gate). Scheduled for telecast July 1, Mr. Previn's work at MGM prevented his meeting with other principals in the production until less than three days before airtime. However in just 61 hours, the team rehearsed, staged, blocked and polished the entire one hour live production. Mr. Previn, a pianist in his own right, was the cornerstone of the show that had him perform at the keyboard and as a personality. The program was split in three segments: "The Piano," "Music for Motion Pictures" and "Jazz," the last named built around two pianos and a harpsichord.

The idea was conceived by the Larson agency with KFMB-TV Program Supervisor George Stantis handling station production. The show drew wide local and regional response and, according to the station, there have been inquiries from national clients on sponsorship of the re-runs on tape.

Renault's radio-tv moves to Kudner Adv.

Kudner Adv., New York, which is recovering gradually but surely from the loss of the $18 million Buick business in mid-1958, last week added the radio-tv portion of the Renault Inc. account effective late September.

The Renault account for 1959 will approximate $5 million and is expected to be enlarged in 1960. The radio-tv portion is expected to amount to about 60% of the budget. Needham, Louis & Brorby, Chicago, which has been handling the entire account, will continue as Renault's print agency.

The Renault radio-tv business is the second substantial account to be acquired by Kudner in the past two weeks. Earlier, the agency was named to represent Sylvania Electric Products, whose billing is estimated at $5 million (BROADCASTING, Aug. 24).

Jack G. Kent, general sales manager of Renault, said Kudner was selected because of "its extensive experience in the field of automotive advertising." (The agency had handled Buick for 23 years.) Mr. Kent said that both national magazine and tv advertising will be expanded in the October-December period and national radio will be used for the first time. Tv expenditures in this single quarter, he said, will be "greater than for the entire first nine months of this year."

On tv, Renault will sponsor the special 90-minute Ed Sullivan telecast from Moscow over CBS-TV on September 8; a new half-hour western. *The Plainsman* over NBC-TV, starting Oct. 1 and the 90-minute color special. *The Moon and Sixpence*, starring Sir Laurence Olivier, on Oct. 31 over NBC-TV (RCA is a co-sponsor). On radio, Renault will sponsor *NBC News on the Hour*, a five-minute across-the-board program carried over 185 stations.

Saturday is best day for auto buys — Petry

A 29-market survey completed by Edward Petry & Co., New York, station representative, reveals that Saturday is "overwhelmingly" the best day for new car sales and concludes that auto advertisers should consider this in planning their spot radio drives.

The survey was conducted by personnel of the 29 Petry-represented radio stations. Commented Ben Holmes, vice president in charge of radio for Petry: "An automobile manufacturer can effectively pinpoint his target. Spot radio, with its unique flexibility, has always allowed an automobile advertiser to hit his audience, no matter where it is, whenever he wants—on a market-to-market basis. This study tells him *when*."

The study indicates that all day Saturday is the best time, followed, in order, by Monday evening after working hours; Friday evening, and in some markets, Thursday evening.

Chevy dealers' tips

A six-point plan designed to help Chevrolet dealers "squeeze more out of their advertising dollar" was outlined by Kevin B. Sweeney, president of RAB, during a talk last week in New Orleans before the Chevrolet School of Merchandising and Management.

Mr. Sweeney's talk spotlighted these recommendations to improve dealers' advertising, especially in radio: assess the ability of advertising media to cover the suburban segment; sell the customers who are the prospects for your make; recognize "the long incubation perod of a new car sale" and therefore buy advertising for every-day coverage or at least every-week coverage; recognize that three-quarters of new car prospects are reached initially through advertising; automobile advertisers look to men for a brand decision; auto advertising requires showmanship and attention-getting devices.

A WHBF PLUS SIGN • NO. 1

Standing at right is Ted Arnold, WHBF Stations' Sales Manager, a member of the school board, shown in session.

Community leadership by staff people enhances WHBF value—for advertisers

The esteem that WHBF enjoys in its home town community — the Quad-Cities — is deeply rooted. Since 1925 this station has had the advantage of constructive management by community-minded people. In accordance with this philosophy, WHBF has attracted a staff of like quality.

Probably no other organization in the Quad-City area contributes more man hours, on and off the job, to helping and cooperating with every worthwhile project.

The result of such community leadership and participation has accumulated over the years into a tremendous amount of acceptance for WHBF.

This excellent stature, although it cannot be worked into a rate card, is a tangible plus that WHBF advertisers share with us in the Quad-Cities.

STRONG & PRODUCTIVE FROM DEEP ROOTS

WHBF

Covering Western Illinois — Eastern Iowa • RADIO & TELEVISION

Represented by Avery-Knodel

RADIO RINGS BELL SAVINGS' BELL

Chicago concern cashes in on two-year broadcast campaign

At the intersection of Monroe and Clark streets in Chicago's Loop is an institution founded nearly 34 years ago to help Illinois Bell Telephone Co. employees save money and provide funds to purchase or build homes. Soon, it opened its doors to the general public.

By now, thanks to radio, most Chicagoans know the "Weather Bell Corner" as that of Bell Savings & Loan Assn. Gently persuaded by the aural medium, they have built Bell into the 11th largest organization of its kind in the country.

Indeed, only this past July 1, Myron H. Fox, its president and one of the 13 original founders, proudly announced Bell had attained the $250 million mark in resources. He credits radio with a major assist the past two years.

Bell Savings allocates about a third of its modest advertising budget to broadcast media (primarily radio) and can point to tangible results in terms of new accounts and dollar value of savings. Among its programs: *Mal Bellairs,* Mon.-Wed.-Fri., 6-6:15 p.m. and Tues.-Thurs., 9:30-40 a.m., plus weekend participations, all on WBBM radio; *John Holtman and the News,* Mon.-Fri., 8:25-30 a.m., on WMAQ; *Master Works of Music,* nightly, Sun. through, 9-10 p.m., WFMQ (FM), and *Alex Dreier and the News,* Mon., Tues., and Thurs., 10-10:10 p.m. on WNBQ (TV). Until the summer hiatus, Bell also had sponsored rebroadcasts of the Chicago Executives Club luncheons as a public service on WKFM (FM). Because of their wide acceptance, Bell plans to resume sponsorship in September when the group resumes its meetings.

Not New • Local radio-tv personalities has not always been a staple at the Weather Bell Corner. As Mr. Fox explains it: "Over the years we had tried radio and tv off and on and found both to be unproductive for us. Two years ago we re-evaluated our advertising program and came up with the impression that we had spread our radio and tv time too thin. Since we have gone into it with both feet, we have been pleased with the results. The effect of radio and tv is cumulative and the secret of its use, we believe, is duration."

Perhaps Bell's most productive "air salesman" is Mal Bellairs, a scholarly and professorial looking personality who belies the usual pattern of disc jockeys and virtually lives with his sponsors at CBS's WBBM. He takes the tack that it is "impossible to fool a listener" with a commercial written by someone else without "knowing what you are talking about," and mostly ad libs all Bell commercials. Explains Mr. Bellairs:

"It takes great courage to turn a man loose on an open microphone, both from a sponsor's point of view and from the station's approach. I realized the responsibility, so I set out to become

MESSRS. RANSOM, BELLAIRS & FOX
Inspect latest figures on Bell resources

a part of the Bell Savings organization. We have weekly meetings [with Bell and its agency, M. M. Fisher & Assoc.]. . . . The different campaigns are outlined to me and I am left free to develop them in my own way. There is the secret, if it is one. . . .

"Our family's savings accounts are at Bell Savings," Mr. Bellairs confides, "it is a matter of mutual confidence from sponsor to WBBM to me. It works."

How well it works can best be illustrated by this statement made by Bell's Mr. Fox: "Since 1957 when Mr. Bellairs started programing for us, we have received a staggering 8,000 inquires which are directly traceable to his shows." There also have been reportedly over 850 new accounts, with volume in excess of $1 million.

Mr. Fox feels these results are attributable to the close identification between Mr. Bellairs and Bell Savings —viz., people come to Bell and mention specifically they heard about the organization on Mr. Bellairs' shows.

Special offers bring results • When Bell offered a toll road map to listeners, some 800 requests poured in from one Bellairs broadcast alone. Another, an offer of tickets to the Chicago International Trade Fair show, brought similar results.

Aside from these tangible results, Bell officials are quick to point out that the last two years of radio-tv sponsorship have been those of the greatest growth for Bell Savings & Loan Assn. (Resources jumped over $42 million June, 1958, to June, 1959, alone.) This remarkable growth, it seems to Bell, is "the best proof that this association has enjoyed the confidence of all who have come to us for finer savings services." There is also a realization by Bell on how best to use personalities as "air salesmen."

"We believe there are two steps in the utilization of strong personalities in radio and tv," Mr. Fox explains. "The first is awareness on the part of the public that there is an identity between and organization such as ours and personalities like Mal Bellairs, John Holtman, Alex Dreier and others. The second step is the actual bringing of the account to us on the personality's recommendation. If we are correct in these assumptions, it becomes obvious that effective use of radio and tv personalities can only come over a long period and that after 13 weeks you can hardly expect to see results. The motivation to bring one's savings comes from cumulative effect rather than impulse."

Radio would seem to be a fixture at the Weather Bell Corner in Chicago's Loop.

Network radio users first-half '59 surveyed

Food brand advertisers represented 15.6% (or nearly one out of six) of all products advertised on network radio in the first half of 1959.

Food brand dominance (which exists also in network tv) is pointed up in a Radio Advertising Bureau report on network radio's individual brand advertisers January-June. Results released last week included these findings: (1) more than one out of four network advertisers used two or more networks; (2) drug brands took second place as the most-advertised on network radio (13.4% of the total); (3) automotive and toilet requisites followed with respective 10% and 9% of the total.

Other advertiser leaders: publications took 8.2%; detergents - household cleansers, 5.2%; general household products, 5.2%; tobacco, 4.3%; financial, 3.5%; gasoline, 3%.

Music costs studied on tv commercials

The bulk of music produced for tv commercials now falls into the $1,250 to $2,000 per commercial cost range. Next highest range is $750-1,250. Only 10% of the agencies' output of commercials which use music carry a budget of $2,000 or more per commercial.

The data on commercial music comes from Plandome Productions, New York, itself a supplier of music for tv commercials. It got its information by surveying some 100 agency executives. Plandome's breakdown of music costs: 19% of the output in the $250-750 range; 31% at $750-1,250; 40% at $1,250-2,000 and 10% at $2,000 or over.

As to agency staff musical contributions to tv commercials, Plandome reported that agencies say that on the average they supply 60% of the lyrics, 25% of the melodies, 15% of the musical themes and nothing to the arrangements.

• Business briefly

Time sales

• Kellogg Co., Battle Creek, Mich., after test marketing its Kellogg's Concentrate, a new product, in Arizona and Nevada, reports its ready to introduce the food nationally using tv, radio and print support. Product can be used as breakfast cereal or added as a flavor nutrient to other cereals and foods. Leo Burnett, Chicago and N.Y., is the agency.

• Sinclair Oil Corp. (Sinclair Refining Co.—Petroleum products—is subsidiary), N.Y., reportedly has signed for hour-long special on NBC-TV for Nov. 13. Show is *Shubert Alley*. Geyer, Morey, Madden & Ballard, N.Y., is agency.

• John H. Breck Inc. (hair shampoos and rinses and hair sets) Springfield, Mass., will sponsor 12 specials in the *Sunday Showcase* slot on NBC-TV (Sundays, 8-9 p.m.). Breck order, placed through Reach, McClinton & Co., N.Y., is for eight full hours and four half-hours with one program per month January-December in 1960. The advertiser's current network tv vehicle is *The Shirley Temple Storybook* on ABC-TV Mondays, through N.W. Ayer.

• Steinway & Sons, N.Y., has signed for a 52-week spot announcement campaign on 12 of the 18 Good Music radio stations, represented by Good

Construction: untapped ad source for radio stations

Programs based on construction industry news and interviews with building industry leaders offer an undeveloped revenue source for radio stations, according to Paul Corbin, station relations executive of KSRO Santa Rosa, Calif. A program of this type originated by Mr. Corbin, called *Construction News*, is sponsored by Calaveras Cement Co., Northern California building supply firm. Stations are KNBC San Francisco, KCRA Sacramento, KFIV Modesto and KSRO.

Calaveras Cement enjoyed a quick spurt in sales in all four areas, Mr. Corbin said, though brand specification normally hasn't been a major factor. Contractors, architects and even individual buyers began specifying the brand, he added.

The idea developed at KSRO in March 1958 and spread to the three other markets though Mr. Corbin said he had used a version of the program in Eureka, Calif., in the 1953-55 period. KSRO's revenue is estimated at more than $10,000 yearly, with the potential ranging upward to $100,000 in larger cities, he said.

The audience for construction programs includes those involved in the programming and those affected by it—real estate people, investors, land speculators, residents in an area where buildings are going up, job seekers, merchants and even curious housewives. The source material comes from local building exchanges, contractors, architects and all groups involved in new construction. Bond issues voted by the public provide news sources.

A weekly quarter-hour offers a workable program pattern, Mr. Corbin said. Spot adjacencies have an appeal to building firms, bonding and insurance companies. In Santa Rosa the adjacencies have been effective in selling expensive swimming pools, he said. The KSRO program was effective in pushing through a school bond issue that had failed on the first ballot.

MR. CORBIN

Turning cement to gold

"Radio has heightened competitive bidding," Mr. Corbin said. "Radio has added prestige to the construction industry. It has helped elevate sub-contractors to general or prime contractors. It has heightened interest in legislative matters, building codes, building design and has given architects an ethical outlet. Indirectly it has been important in providing more jobs.

"Radio men will find that every new building houses a potential new client. The ultimate user of a building benefits from the public acceptance and anticipation created by broadcasts.

"Construction news programs automatically renew annually, are sold at full rate, have simple production formats and offer many tangible extras."

George Di Cesare, manager of North Coast Builders Exchange, Santa Rosa, said the KSRO program has brought "membership, publicity and prestige and the broadcasts have influenced a more receptive attitude on the part of the local newspaper editions. I feel *Construction News* is important to the construction industry as well as to the exchanges and radio stations."

The program direction is headquartered at Merchant's Exchange Bldg., San Francisco. Mr. Corbin said plans are under way to expand the series into other West Coast areas. Calaveras Cement recently merged with Flintkote in the East.

DAN DAILEY

THE FOUR JUST MEN

JACK HAWKINS

RICHARD CONTE

VITTORIO DE SICA

CHECK YOUR MARKET TODAY!

I T C

INDEPENDENT TELEVISION CORPORATION

488 Madison Ave. • N.Y. 22 • PLaza 5-2100

Toy push on tv • Structo Mfg. Co., Freeport, Ill., is going all out to promote its children's toy line on television starting next month, with the purchase of two established kid properties—CBS-TV's *Captain Kangaroo* and the syndicated *Ding Dong School* (in 100 cities).

Starting Sept. 14 (each for 13 weeks), the toy manufacturer will push the new Little Miss Structo kitchen-laundry ensemble (a replica of the General Electric laundry group), plus seven new live-action toys for boys. It will back up the tv properties with a heavy merchandising campaign, supplying dealers with *Structo Land Adventure Book* for boys and *The Little Miss Structo Story* for girls for use as giveaway offers. Retailers also will receive book dispensers, *Kangaroo* and *Ding Dong* banners and merchandising aids, along with suggested radio-tv announcements for local use.

Just completed is a series of eight 60-second film commercials, utilizing the boy and girl themes and life-like appliance models. They were filmed at Columbia Studios in Hollywood by Butler-Glouner. Production was supervised by Lou Jackobson, Chicago production manager of Erwin Wasey, Ruthrauff & Ryan, which handles the Structo account.

Music Broadcasters Inc., N.Y. Agency: N.W. Ayer & Son, Philadelphia.

• Ampex Corp, Redwood City, Calif., is launching a 52-week stereo campaign for its audio tape recording equipment on am-fm, using two half-hours a week through Lawrence & Ramberg, Palo Alto, Calif. The program titled *Ampex Stereo Tape Time* is on KNX-AM-FM Los Angeles, with Saturday broadcasts at 9:05-9:30 p.m. and Sunday broadcasts at 10:30-10:55 p.m. A tentative line-up also includes am-fm station combinations in San Francisco, Chicago, Detroit, St. Louis, Dallas, Atlanta, Boston, New York and Philadelphia.

• Mogen David Wines, Chicago, through Edward H. Weiss and Co., Chicago, will sponsor *Hobby Lobby* on ABC-TV, Wed., 8-8:30 p.m., starting Sept. 30. Cliff (Charley Weaver) Arquette will be starred in the new tv series, produced by Don Kedderson Productions with Art Stark as producer.

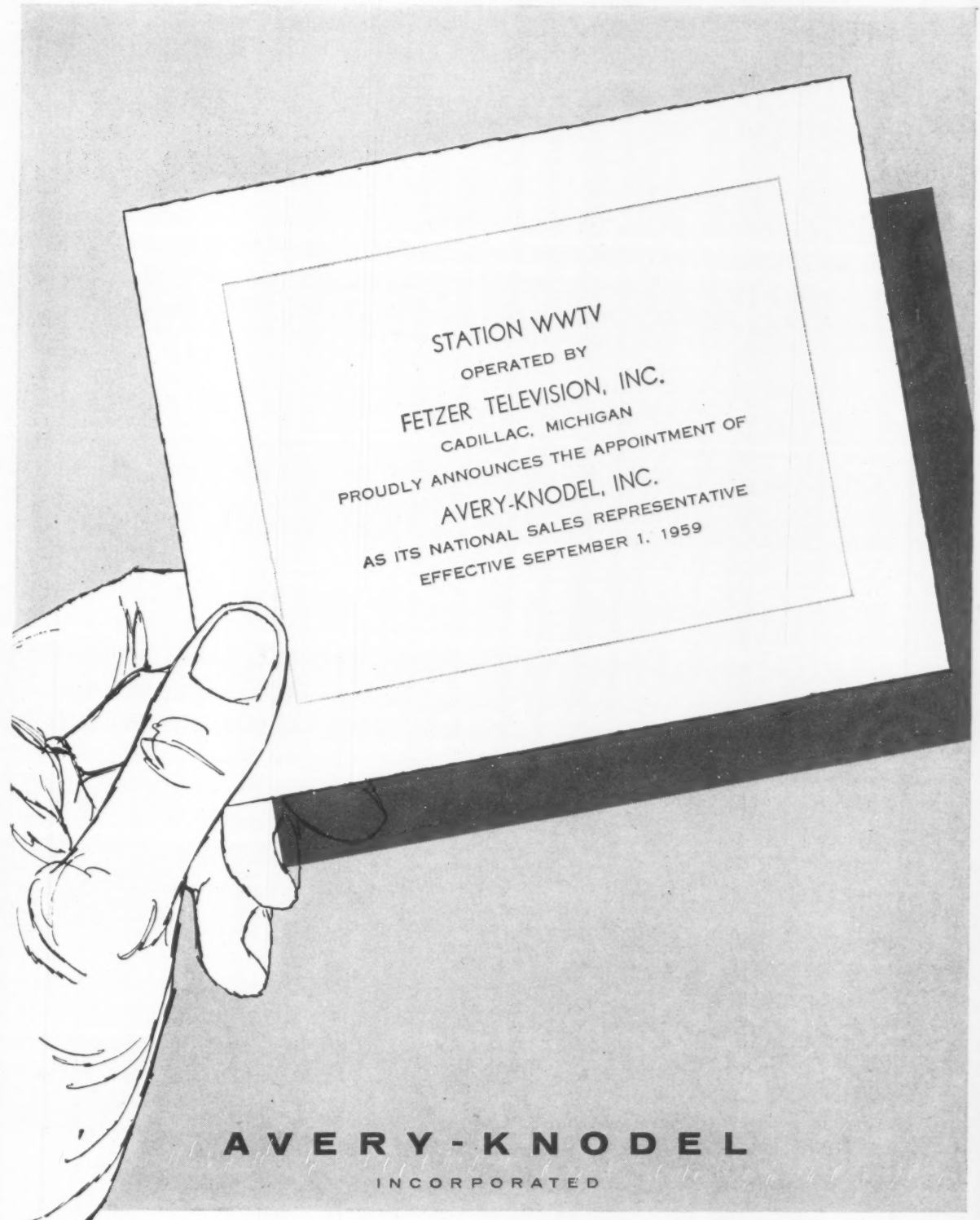
• General Petroleum Corp., L.A., will use saturation radio, plus television and full color Sunday supplement ads in a fall campaign for Mobilheat in Washington, Oregon and Idaho. Stromberger, La Vene, McKenzie, L.A., is agency placing the three-month campaign, to start Sept. 1 and to use saturation spots on 24 radio stations in 16 markets in the three northwestern states. Tv spots will be broadcast in Seattle, Tacoma and Portland. Color ads in nine Sunday magazine supplements will complement the broadcast media advertising.

• The Bon Ami Co., N.Y., has signed a $1 million contract with NBC-TV for 52-week participation schedule on the *Jack Paar Show*. The new Bon Ami sponsorship, placed through Cole, Fischer, & Rogow, N.Y. and L.A., signals the return of the advertiser to the ranks of major tv network users. The tv schedule will be augmented by a consumer magazine campaign. Bon Ami cleansers include Jet Spray and two new products now being introduced: All purpose liquid cleaner and Dust-n-Wax furniture cleaner-polisher.

• Hires Bottling Co. of Los Angeles is using a saturation campaign in four media for its "Hires-Dodgers $10,000 Togethertime" contest. All radio-tv commercials, newspaper ads and point-

WNJR

negro radio for metro new york



AVERY-KNODEL

INCORPORATED

NEW YORK
720 Fifth Avenue
Judson 6-5536

ATLANTA
41 Marietta St., N.W.
Jackson 3-2545

DALLAS
513 Fidelity Union, Life Bldg.
Riverside 7-7761

DETROIT
Guardian Bldg., Griswold and Congress Sts.
Woodward 1-9607

SAN FRANCISCO
369 Pine St.
Yukon 2-2053-2054

LOS ANGELES
3325 Wilshire Blvd.
Dunkirk 5-6394

CHICAGO
Prudential Plaza, Suite 3125
Whitehall 4-6869

SEATTLE
Hugh Feltis-Tower Bldg.
Maine 4-6501

IN SOUTHERN NEW ENGLAND

NOW RADIO'S RIGHT THRU THE NIGHT

wice 5000 WATTS GOES 24 HOURS

An Elliot Station —
Tim Elliot, President

wice
PROVIDENCE, RHODE ISLAND

of-sale material feature Los Angeles Dodgers baseball players Gil Hodges and Charlie Neal. Los Angeles stations used: KNX, KLAC, KMPC, KFWB, KABC-TV, and KTTV (TV). KDAY Santa Monica also is used.

A total of 58 prizes will be presented winners of the contest that calls for a prediction of the Dodgers' 1959 season. Agency: Cole Fisher Rogow Inc., Beverly Hills, Calif.

• Ziv Television Programs, N. Y., reports that the Archway Cookie Co., Battle Creek, Mich., has bought *The Cisco Kid* in 50 markets throughout the country, with placement by the company's regional plants. Archway is the sixth regional sponsor to sign the series for this fall, according to Ziv Tv. The program has been on the air continuously since the autumn of 1949.

• Kitchens of Sara Lee Inc. (bakery products), Chicago, buys spot campaign on 37 radio and tv stations during September to push new all butter fresh-orange and fresh-banana cake. Spot drive designed to support three network shows—"Arthur Godfrey Spectacular" on CBS-TV Sept. 16 (10-11 p.m. EST), *Captain Kangaroo* on CBS-TV Thurs. and Fri. during September (8:45-9 a.m.) and *Arthur Godfrey* series on CBS Radio, alternate Thurs. and Fri., renewed starting Sept. 28. Agency: Cunningham & Walsh, Chicago.

• Dow Chemical Co. (Saran Wrap), Midland, Mich., has signed for half sponsorship of the next three *Woman!* programs scheduled for CBS-TV on Sept. 17 (2-3 p.m.), Nov. 9 (11 a.m.-12 noon) and Dec. 16 (4-5 p.m.). Agency: MacManus, John & Adams, Bloomfield Hills, Mich.

• Electric Auto-Lite Co. (Auto-Lite batteries), Toledo, and Time Inc., N.Y., head list of advertisers whose orders represent new business totaling $2 million (net) on NBC Radio. Auto-Lite, through Grant Adv., Detroit, sponsors one-quarter of *News on the*

Night-owl radio pays freight

If "Life's Wonderful" with Spector Freight System these days, it's probably because the motor carrier has been "going by air" in New England —utilizing an unusual approach to radio spot advertising and a "Life's Wonderful" theme.

Since July 1, Spector has been pushing a multi-faceted campaign of post-midnight announcements on WBZ Boston at a relatively modest expenditure in terms of prospects reached. The 52-week radio schedule was launched as an "experiment" and prelude to its $400,000-$500,000 national advertising and sales promotion program. Spector business is placed by Garfield-Lynn, Chicago advertising agency.

For considerably less than 10% of the overall budget, Spector has been running a schedule of spots in conjunction with hourly newscasts on WBZ from midnight to 4 a.m., six times weekly. The agency merely furnishes fact sheets with varied suggested copy approaches to announcer Jim Holt and lets him do the rest. Running throughout is the "Life's Wonderful" credo of the sponsor. ("Life's wonderful because we share our working hours with good people. . . . For a company devoted to the well-being of each of us and our families.")

Sample Night • The schedule is diversified with the following pitches for a given Monday night (Tuesday morning): a company message at midnight, an announcement about Spector's "Life's Wonderful" club at 1 a.m., a drive-safely appeal at 2 a.m., a spot tieing in Spector with New England at 3 a.m. and a general announcement on freight trucking at 4 a.m. On other nights, the sponsor salutes communities in WBZ' coverage area and individual Spector customers.

Why New England as the focal point for the spot drive? Spector pioneered interstate trucking in 1932, stressing its geographical bounds from New England to the Midwest. New England is considered a key market in the overall sales program.

Milton S. Garfield, president of the agency, reports the radio campaign may be expanded, depending on current results and circulation demands. The agency feels "nighttime radio offers an excellent value" and that its client may try for "complete saturation and identification" in New England as a starter. Radio already has proven itself effective, said Mr. Garfield.

Val J. Williams, vice president in charge of marketing at Spector, described the new 12-month national advertising campaign as "the largest and most integrated" his company has ever conducted. Radio led the way nearly two months ago and probably will be extended to other key cities and area markets.

Mountain low. Valley high.

Wade through small mountains of data. Bounce your eyeballs on charts. Sort, sift and select. Check ratings. Check markets. Check population characteristics.

Investigate buying habits, merchandising aids, adjacencies. Count noses, eyeteeth, ears. Figure costs per m, costs per gross and miles per hour.

We could save you a lot of trouble. There's a valley high in everything but altitude. There's a tv station in that valley (whose signal leaps off a mountain 3934 ft. high) named WSLS-TV. With full power of 316,000 watts on Channel 10, a healthy assist from NBC, and strong local programming, that station welds a 58-county area into the greater Roanoke market of 448,001 tv homes.

For more information, wade through small mountains of data—or listen to Blair Television Associates.

WSLS-TV

Channel 10 • NBC Television

Mail Address: Roanoke, Va.

A broadcast service (with WSLS Radio)
of Shenandoah Life Insurance Company

'THE VOICE OF LONG ISLAND'

WHLI

10,000 WATTS

THE ONLY STATION
THAT COMPLETELY COVERS
THE NATION'S 6th

LARGEST MARKET!
(Nassau-Suffolk)

WHLI dominates greater Long Island . . . the booming market that ranks 6th among counties in the U.S. in these categories

POPULATION	1,897,600
NET INCOME	$4,392,349,000
FOOD STORE SALES	$ 764,361,000
AUTO STORE SALES	$ 408,969,000
GAS STATION SALES	$ 174,106,000

(Sales Mgt.)

WHLI has the Largest Daytime Audience in the Major Long Island Market . . . Bigger than any network or independent station!
Pulse

10,000 WATTS
WHLI
AM 1100
FM 98.3
HEMPSTEAD
LONG ISLAND, N. Y.
the voice of Long Island

Represented by Gill-Perna

Hour for 39 weeks effective Aug. 31; *Time*, via Young & Rubicam, N.Y., will participate in programs for 52 weeks.

Other advertisers, their agencies and general description of buy: General Foods Corp. (Swans Down Flour), White Plains, N.Y., through Y & R, N.Y., for three-week saturation schedule of participations to start Oct. 12; Philip Morris Inc., N.Y. (Leo Burnett, Chicago and N.Y.) for half sponsorship of National Football League's championship game Dec. 27; Singer Mfg., N.Y., (O. S. Tyson, N.Y.) for quarter sponsorship of Army-Navy Game Nov. 28; Union Carbide, N.Y. (J. M. Mathes, N.Y.), three-week participations; Tyrex, N.Y. (McCann-Erickson, N.Y.) four weeks of *News on the Hour* participations; Tipon Corp. (Rothstein, Simmons, Pascoe & Davis) four-week schedule of five-minute segments; Formica Corp., Cincinnati, through Perry Brown, same city, saturation schedule of participations for two weeks; Greyhound Corp., N.Y. (Grey Adv., N.Y.) series of one-minute participations starting Sept. 18, and General Motors Truck & Coach Div., Detroit, through McCann-Erickson, Detroit, four weeks of participations in *News of the World*.

One word commercial • Beauty meets brevity on Sept. 18 when Coca-Cola sponsors "America Pauses in September" on NBC-TV (8:30-9:30 p.m. EDT), the first of the network's new series of Friday night specials. "Refreshing" is the word that will sum up the product, the commercial and the sponsor's lovely spokeslady. After a yearlong search, the Coca-Cola Co., McCann-Erickson Inc (agency)., and Hill Knowlton Inc., (public relations firm) concluded that titian-haired, green-eyed Jeanne Rainer was the right girl to speak the important commercial word, "Refreshing." In a six-second live commercial, which will be done no more than four times during the hour-long show, Miss Rainer will appear before the cameras, pick up a bottle of coke, take a sip, pause and utter "the word." Miss Rainer, who is expected to appear in other Coca-Cola commercials in the future, has had theatrical experience, is a Vassar graduate, a native New Yorker, and statistically stands 5 feet, 4 inches and measures 32-20-32. The commercial is produced by Alan Neuman and directed by Bill Workman.

• Oldsmobile Div. of General Motors Corp., Detroit, signs for *Lowell Thomas and the News* (Mon.-Fri., 6:45-6:55 p.m.) on CBS Radio effective Sept. 28. D.P. Brothers & Co., Detroit, is Oldsmobile's agency.

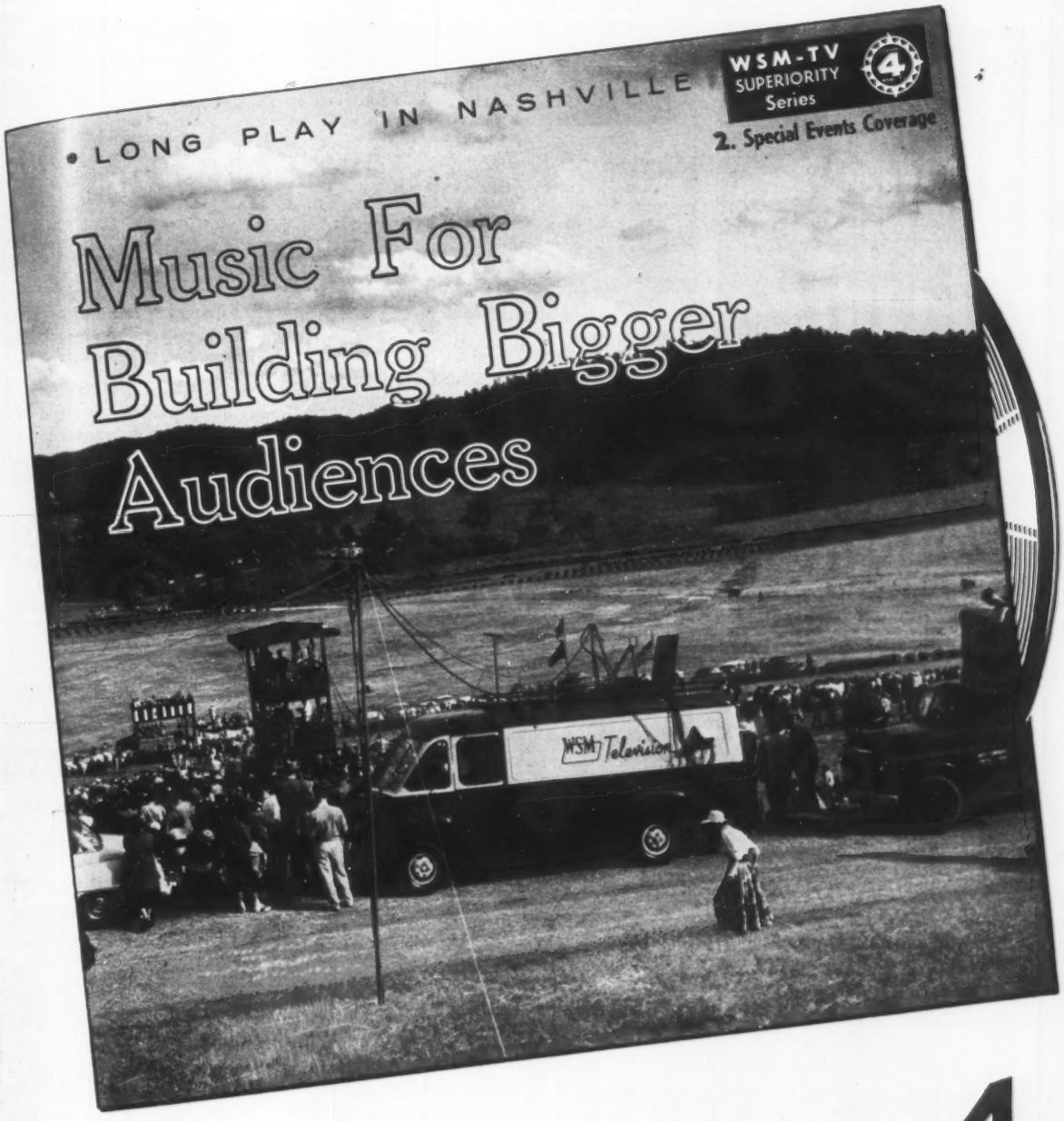
• Schilling Div. of the McCormick Co. (coffee, tea and spices), has purchased *Rendezvous*, a dramatic anthology series distributed by CBS Films Inc., New York, for showing on KABC-TV Los Angeles and KRON-TV San Francisco, both starting in September. This is reported to be the first tv program buy by Schilling, which may add more markets for series. Agency: Beaumont & Hohman Inc., San Francisco.

• United Air Lines (through N.W. Ayer & Son) joins RCA (through Kenyon & Eckhardt) as one-third sponsor of *Greater Music from Chicago*, 26-week live, color series on WGN-TV that city, starting Oct. 18 (Sun., 8-9 p.m. CST). The RCA purchase is described as its largest non-network tv commitment this season.

• Goodyear International, subsidiary of Goodyear Tire & Rubber Co., Akron, and Admiral International Corp., Chicago, will co-sponsor coverage in Chicargo, for two weeks starting Aug. 27, of the Pan American Games (Olympic Games of the Western Hemisphere) for shortwave broadcast (via WRUL New York) to the Latin American countries. Agencies: Kudner for Goodyear and Henri, Hurst & McDonald, Chicago, for Admiral.

Agency appointments

• United Aircraft Corp., East Hartford, Conn., after a search among



No matter what or how far away the occasion may be, if it is of interest to the WSM-TV audience, the ubiquitous WSM-TV remote cameras are there. Above, the event is a Steeplechase. It could easily have been a football game, a military maneuver, or a Governor's Inauguration . . .

Constant on-the-spot coverage of Special Events is just one movement in the WSM-TV selling symphony. For the full concert see Hi Bramham or any Petry man.

WSM TV
CHANNEL 4

Nashville, Tennessee
Represented by PETRY

OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY

IN SOUTHERN NEW ENGLAND
NOW RADIO'S RIGHT THRU THE NIGHT
wice
5000 WATTS GOES 24 HOURS
Represented throughout New England by Harry Wheeler & Co., Boston
wice
PROVIDENCE, RHODE ISLAND

ARBITRON'S DAILY CHOICES

ARB

Listed below are the highest-ranking television network shows for each day of the week August 20-26 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thurs., Aug. 20	Masquerade Party (10:30 p.m.)	NBC-TV	18.6
Fri., Aug. 21	77 Sunset Strip (9:30 p.m.)	ABC-TV	13.3
Sat., Aug. 22	Gunsmoke (10 p.m.)	CBS-TV	17.8
Sun., Aug. 23	What's My Line (10:30 p.m.)	CBS-TV	21.3
Mon., Aug. 24	Desilu Playhouse (10 p.m.)	CBS-TV	16.8
Tue., Aug. 25	Alcoa Presents (10 p.m.)	ABC-TV	13.0
Wed., Aug. 26	U. S. Steel Hour (10 p.m.)	CBS-TV	18.1

Copyright 1959 American Research Bureau

agencies has decided to split its advertising between two: Campbell-Ewald, Detroit and N.Y., receives the corporate and production advertising for Pratt & Whitney Aircraft Corp. Div., and Wilson, Haight, Welch & Grover, Hartford, Conn., gets the Hamilton Standard and northern divisions as well as community advertising programs. The account, worth about $1.5 million, has been served by Lennen & Newell, N.Y., for the past seven years.

• Minute Maid Corp.'s Hi-C division, Orlando, Fla., appoints Dancer-Fitzgerald-Sample, N.Y., to handle its canned fruit drinks, account billing estimated at $1.5 million a year.

• Great Lakes Carbon Corp., Mining and Mineral Products Div., L.A., appoints Boylhart, Lovett and Dean, that city, to handle all advertising and sales promotion for Dicalite, Perlite and Palos Verde Stone, as well as to continue to handle the company's publicity and public relations.

• Also in advertising

• Freberg Ltd., Los Angeles, whose radio and tv commercials for Butter-Nut coffee have received nationwide recognition and awards in virtually every advertising competition of the past two years, has been signed to produce four new one-minute radio spots and two new jingles for Butter-Nut, fifth renewal of its contract with Paxton & Gallagher Co., Omaha, maker of Butter-Nut. D'Arcy Adv. Co., St. Louis, agency for Butter-Nut advertising west of the Mississippi, will use the new Freberg spots this fall in connection with the introduction of the coffee into the San Francisco market.

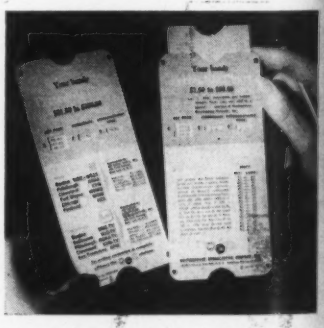
• Pressure of increased production at Warner Bros. Studios, Burbank, Calif., has necessitated new arrangements for the filming of tv commercials. The increase in studio activity, both in major feature production and in tv division expansion has required transfer of some filmed tv commercial production activities to General Service Studios, according to E. L. DePatie, Warner Bros. vp and Martin Ransohoff, president of Filmways Inc. with which Warner Bros. has a commercial-production agreement.

• Ford Motor Co. will utilize two-way closed-circuit television, incorporating both video tape and live tv techniques, for a nationwide news conference Sept. 2 to unveil its new Falcon "economy" automobile.

• The Advertising Council, industry-wide public service organization, will have its story told on network television. A special 30-minute program, which will explain the aims and accomplishments of the group, is set for CBS-TV on Sept. 27 (5:30-6 p.m. EDT) under the title "The Sword and the Quill."

Since the Advertising Council was founded at the start of World War II to provide information and build public morale in the war effort, it has used all media to aid hundreds of other public service projects.

Prepared by the Public Affairs Dept. of CBS News, the program will have Fred Freed as producer, Craig Fisher as associate producer and John G. Fuller as director.



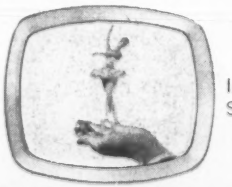
Easy figuring • Westinghouse Broadcasting Co. distributed its revised version of the WBC percentile chart for use at advertising agencies. The chart enables agencies to ascertain cost, commission and commissionable price rapidly. The item was produced by WBC in 1956 as a promotion piece and subsequently about 10,000 requests for the chart were received from agency personnel, WBC reported.

Telechrome brings to TV broadcasters a vastly improved system for producing a wide variety of dramatic wipes, inserts, keying and other special effects. The superb engineering of the Telechrome

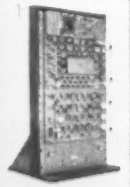
Telechrome brings to TV broadcasters a vastly improved system for producing a wide variety of dramatic wipes, inserts, keying and other special effects. The superb engineering of the Telechrome Special Effects System provides outstanding reliability and technical performance when used for either color or monochrome TV. Simplicity of pattern selection and wipe speed is provided by manual switches on the remote control unit.

- Unusual compactness and portability make possible the creation of special effects even in field locations.
- Simplest to operate. All 72 wipes available at all times.
- Stabilized black balance between pictures. Millimicrosecond transition time eliminates edge effects.
- Additional camera input allows keying from camera signal.
- Its versatility permits use in live, video-tape or film programming.

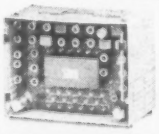
TELECHROME
SPECIAL EFFECTS GENERATOR
FOR WIPES & MATTING, MODEL 490A



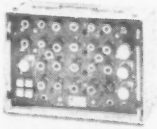
Insert Keying with Super Stability



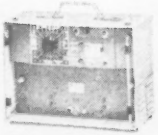
Rack Mounted



490W1 Waveform generator. Generates keying signals for the 72 different wipes.



490S1 Switching Amplifier. Combines two picture signals in accordance with applied keying waveform.



490R1 Remote Control Unit. Selects and controls desired effect. Designed for console or desk mounting. Easily modified for integration into existing studio facilities. Complete with power supply — 512CR.

Designed for 19" rack mounting, or portable cases.
Full specifications and details available on request.

AVAILABLE FOR IMMEDIATE DELIVERY

COLOR TV • INDUSTRIAL INSTRUMENTATION • TELEMETRY

TELECHROME MANUFACTURING CORP.

AT THE FRONTIERS OF ELECTRONICS

TELECHROME MFG. CORP.
28 RANICK DRIVE, AMITYVILLE, N. Y., LIncoln 1-3600
CABLE ADDRESS: COLORTY • TWX: AMITYVILLE NY2314

WESTERN ENGINEERING DIVISION • 13635 Victory Blvd., Van Nuys, Calif., STate 2-7479
MIDWESTERN ENGINEERING DIVISION • 106 W. St. Charles Rd., Lombard, Ill., MAyfair 7-6026
SOUTHWESTERN ENGINEERING DIVISION • 4207 Gaston Ave., Dallas, Tex., TAylor 3-3291

Demonstrated at N.A.B. SHOW & I.R.E. SHOW

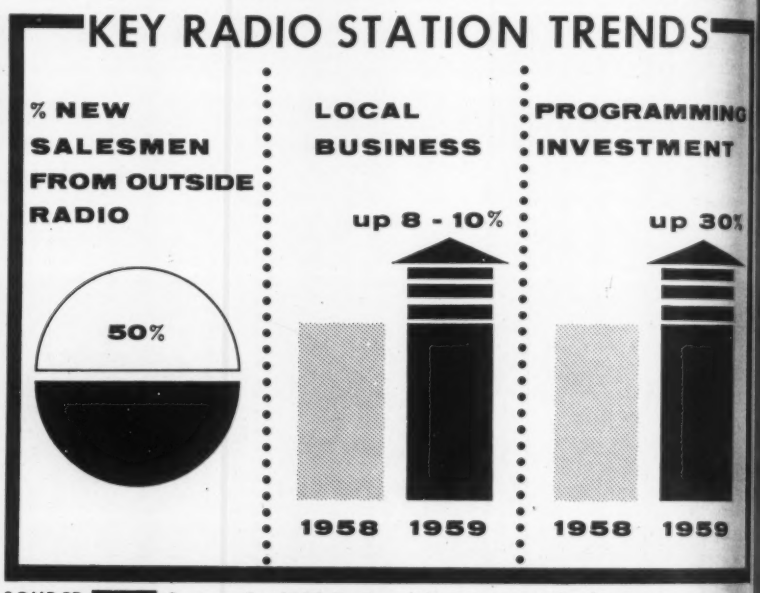
LOCAL RADIO'S BONANZA YEAR

RAB figures show business running 8-10% ahead of 1958

Radio stations are currently enjoying the best local-business year in history. Local sales are running 8 to 10% ahead of those for 1958, and in addition stations are saving "hundreds of thousands of dollars" on office expenses through mechanization and automation of log-keeping.

This report, on the heels of other estimates that spot radio volume in 1959 would exceed 1958's by at least 7% (BROADCASTING, Aug. 24), is being released today (Aug. 31) by Radio Advertising Bureau. It is based on an RAB-member survey whose complete results will be detailed at RAB's Fourth Annual Regional Management conferences, which open Sept. 2 at Princeton, N.J.

President Kevin B. Sweeney said other findings, among more than 120 derived from the survey, indicated that stations are spending 30% more on programming this year than last (the extra money is going chiefly into news, authorities said) and that they're finding new sources of sales personnel (with 50% recruited from outside the radio industry). The eight RMC meetings also will be given results of RAB surveys of (1) timebuying practices at 210 agencies in 23 cities and (2) operational practices at 300 well-managed companies outside the radio field. The latter, adapting tips to radio management, is an addition to the RMC format, which otherwise is divided into four main segments designed to boost sales and profits: Programming promotion, sales management and station management. The conferences will be directed by Mr. Sweeney, Vice President Miles David and Warren Boorom and Managers Robert Nietman and Pa Rheaume of the RAB Member Servic Div.



SOURCE: RAB Surveys For 1959 Regional Management Conferences

NBC Radio to seek new musical identity

An overall network music policy designed to create a musical identity that will be specifically NBC Radio's was approved by the network's Program Managers Advisory Committee last Thursday at its first meeting.

Details of the policy were not immediately disclosed. Officials said it would be submitted, along with plans for greater integration of NBC Radio's program schedule with those of its affiliates, to all NBC stations for their approval.

Next meeting of the advisory group, which is headed by Albert L. Capstaff, vice president in charge of NBC Radio programs, will be held on an as yet undetermined date after the mid-November general meeting of all NBC affiliates.

Committeemen on hand for last week's meeting, held in New York, included Chairman Capstaff and the following station program managers: Herman K. Clark, WBAP Fort Worth; Bill Cornelius, WJBO Baton Rouge, La.; Franklin D. Coslett, WBRE Wilkes-Barre, Pa.; Elmo Ellis, WSB Atlanta; Ed Walker, WFLA Tampa, and Wilfred W. Woods, WHO-WOC Des Moines-Davenport, Iowa. NBC radio executives present included Marx Loeb, *Monitor* producer; Joe Meyers, director of NBC News; Buck Prince, *Monitor* managing editor; Lud Simmel, sales service manager, and Bob Wogan, network operations manager.

Mutual executives start clinics' round

Mutual radio network executives will go on the road beginning next month for a series of eight clinics with station owners across the country. The first, at Atlanta's Dinkler-Plaza Hotel Sept. 9, will be with owners from Georgia, Florida, North and South Carolina, Tennessee, Mississippi, Louisiana, Alabama and Arkansas. Heading the swing for Mutual: Board Chairman Chester H. Ferguson and President Robert F. Hurleigh.

The meetings will be the first of Mutual's new management with affiliates following the Sept. 2 date when the network is to be freed from court control following it bankruptcy (BROADCASTING, Aug. 24). The clinics are designed to find out what the affiliates want from the network and to offer suggestions for increased sales utilizing Mutual's program service. Morning roundtable sessions will discuss ways to use MBS material in building a station's local image. Afternoon meetings will explore ways to increase sales through the station's own promotion campaigns. Another feature will be a four-man panel of station executives from other parts of the country. A two-hour question and answer session will close the clinics.

Other Mutual executives making the tour will include Albert Gregory McCarthy III, son of the new Mutual backer, Albert Gregory McCarthy Jr., and secretary-treasurer of the network; Charles Godwin, stations vice president; Steve McCormick, director of Washington operations; Frank Erwin, assistant to the president, and Victor C. Diehm, chairman of the Mutual Affiliates Advisory Committee.

Carolina viewers already know it. Local sponsors feel it. National advertisers everywhere are learning fast. The tops of NBC and ABC—plus Paramount, MGM and Warner Brothers are changing audience patterns of Charlotte television. Get the facts. Here in America's 25th largest tv-homes market you'll do better with Charlotte's dynamic WSOC-TV... one of the great area stations of the nation.

WSOC-TV

CHARLOTTE—9 NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta and WHIO and WHIO-TV, Dayton

When you've got a *BIG* job in Cincinnati . . .

let

BIG Y DO IT!

WCKY · 50,000 WATTS

When you've got a BIG job in Cincinnati...

let BIG Y DO IT!

BIG Y has AUDIENCE AND POWER . . . the BIGGEST metropolitan audience of any Cincinnati station (April-May 1959 Nielsen) and 50,000 WATTS of SELLING power to reach all the Cincinnati area.

We are doing a BIG job every day for our advertisers. Here's what a few say about us:

"With WCKY, we set an all-time record for SOHIO station openings in Cincinnati and in Ohio." Elmer Horstmeyer, Hyde Park Sohio Service

"We can honestly say the results from our WCKY broadcasts were the best promotions we ever had." Saul Marmer, Pres. Jems Shoe Stores

"Our account, Jennings Buick, has asked me to express to you how pleased he is with the result of his WCKY broadcasts . . . . . we are a firm believer in the aggressive grass roots showmanship that WCKY does so well." Art Radkey, V.P. Keelor & Stites Co.

Let BIG Y work for you in Cincinnati! Call Tom Welstead at our New York office, Eldorado 5-1127, or AM Radio Sales in Chicago and the West Coast.

Bell blasts bans on radio-tv news

Bans on broadcast coverage of public proceedings are interfering with the public's right to know the facts, Howard H. Bell, NAB assistant to the president, said Saturday (Aug. 29) in an address to the West Virginia Broadcasters Assn. (see story, page 81).

This restriction on reporting of current history continues in a period of rapid changes and complexity when the public must make informed judgments on critical issues, he said. The enormous growth of government "has resulted in the all-too-frequent use of the prepared statement and the press release as a means of keeping the public informed on governmental matters," he added, calling for removal of limitations on broadcast reporting of the news at local, state and national proceedings.

"The most important service of radio and television today is in the area of news and information," Mr. Bell said, calling news the "backbone of a broadcast station's operation." He contended news responsibility "involves not only objective reporting of the news but firsthand digging and probing in the gathering of news. It is in this latter area that we must constantly improve our efforts. It is also the area in which our freedom is most greatly impaired."

Mr. Bell voiced hope the current trend to editorializing by stations "will do much to shed light on important community and national issues."

Tv safety plugs free, state cash spurned

Two Providence, R.I., stations have refused to accept paid advertising from the State of Rhode Island to promote highway safety, contending such announcements should be free.

The stations—WICE and WPRO-TV—in on-the-air editorials expressed their opposition to the handling of what have normally been public service announcements as commercial campaigns.

Joseph P. Doughtery, WPRO-TV general manager, stated that over the weekend in question (Aug. 14-16), his station provided, without cost, spots valued at $4,400. He suggested that rather than purchasing advertising time or space, the state should use money set aside for promoting highway safety to provide professional materials and copy keyed to specific local traffic situations.

Mr. Doughtery said, the state "can present messages that are more meaningful because they point up hazardous practices and conditions particular to Rhode Island."

WICE in its editorial, said that the state sets aside approximately $60,000 yearly from motor vehicle inspection fees for "promotional" purposes on safe driving. It suggested the state apply these funds "to a decent system of driver education" to produce a "better crop of young drivers."

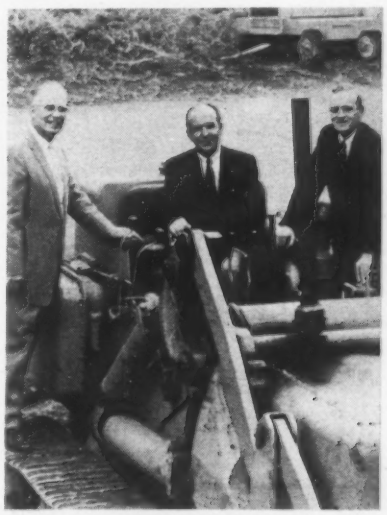
Other stations, according to Milton E. Mitler, president of the Rhode Island State Broadcasters Assn., felt justified in accepting payment for the announcements. He said the paid-for spots were scheduled in prime time, rather than the normal run-of-schedule insertions given public service announcements. He contended that such scheduling provides a more effective campaign.

Fern & Assoc., Providence, handled the campaign.

WBRC-TV, WBIQ (TV) to share new tower

WBRC-TV Birmingham, Ala., is constructing a $250,000 tower. It will be shared by noncommercial-educational WBIQ (TV) there. Antenna and transmission line are donated by the Alabama Educational Television Commission. At the ground-breaking (see picture) were Raymond Hurlbert, general manager of the etv commission; Robert Schlinkert, WBRC-TV general manager, and Rep. George Huddleston Jr. (D-Ala.).

The 1,120-ft. tower, going up adjacent to WBRC-TV studios, is slated for completion in October. WBRC-TV's ch. 6 coverage will be extended in the 50 counties it serves. WBIQ will gain 250,000 viewers with the new tower. The ch. 10 outlet will offer classes to 60,000 students in public schools.



GROUND-BREAKERS
Hurlbert, Schlinkert, Huddleston

IN SOUTHERN NEW ENGLAND

NOW RADIO'S RIGHT THRU THE NIGHT

wice

5000 WATTS GOES 24 HOURS

Coast to Coast
"Sell" thru Avery-Knodel

wice
PROVIDENCE, RHODE ISLAND

MORE NEWS RESEARCH NEEDED

CBS' Stanton suggests all-media cooperation

Journalism in this country ought to be researched thoroughly to see how well it is "doing its job in terms of reader and audience interest, absorption and retention of the news."

The suggestion came last week from Dr. Frank Stanton, CBS president, in a speech Friday (Aug. 28) before the annual convention of the Assn. for Education Journalism at the U. of Oregon.

Dr. Stanton said CBS would be willing to support as well as cooperate with such a study providing it was "well defined and responsibly conducted." He saw the research program as an all-media effort—"we should suspend rivalries for this purpose."

The purpose, he said, would be to "find out how well we are doing, what kind of rapport we have with our audiences, how effective—day in and day out, not just throughout emergencies—we are."

In his speech to educators in the journalism field, Dr. Stanton suggested that "we [news media] break more rules, become more experimental."

The Keeping Up • He warned that the science and art of communications lag far behind "this new load [increasing complexity of information] put upon them." And the "accelerated speed with which things of major importance are happening all over the world is far out-pacing the ability of the busy men and women of modern life to keep up with them, to assimilate them."

Dr. Stanton emphasized it was necessary to "staff ourselves" in order to "use more originality, more imaginativeness, to get the interest of our audiences and to hold it." He thought it "startling" that "for all the power of television as a reporting medium" an estimated third of the tv stations in the nation "have no news staff at all." He called it "an incredible commentary on the failure of many of us to rise to new opportunities to create a better informed electorate."

CBS, Dr. Stanton pointed out, though aware that "there will never be a final answer to what constitutes an adequate news program," budgets more than $15 million per year for news programming. And this, despite the fact that news is not "quantitatively our major business." He explained how CBS has sought to probe background information as opposed to "hard news," noting as an example the network's plan for *CBS Reports*, a series of hour-long, background news programs in prime evening time starting this fall.

All-girl KNDI

Honolulu will have an all-girl air personalities station when KNDI commences operation in the fall.

Jim Ownby, president, Aloha State Broadcasters & Telecasters Inc., says the girls will be "representative of the islands' many exotic racial groups." Mr. Ownby operates WJXN Jackson, Miss., and KONI-KELE (FM) Phoenix, Ariz.

KNDI, a full-timer, will be on 1270 kc with 5 kw.

Radio audience still shades tv — Sindlinger

Radio listening continued to top tv viewing throughout the month of July and into the first two weeks of August, according to a special report from Sindlinger & Co., Ridley Park, Pa., made available last week to the Radio Advertising Bureau.

The pronouncement from Sindlinger indicates that a trend, begun in early July, is continuing. At that time Sindlinger stated that for the first time in two years, the total radio audience surpassed the total tv audience in the first three weeks of July (BROADCASTING, Aug. 10). The latest report shows that for the week ending July 30 the radio audience averaged 78.9 million (12 years and older) and the tv audience averaged 77 million. In the week ending Aug. 6, according to Sindlinger, 62 percent of respondents said they had listened to radio and 60.4 percent reported they had watched tv. In the week ending Aug. 13, radio's audience was placed at 61.7 percent of the sample and tv's audience at 59.8 percent.

Alfred E. Sindlinger, president of the research company, said the radio-over-tv trend should continue until the end of August. Sindlinger figures are based on a sample of 22,500 persons living in 287 U.S. counties.

WNJR
negro radio for metro new york

At the risk of being repetitious, may we again point out that KSFO continues to command the very largest radio audiences in the San Francisco-Oakland market. Some 53% more homes than the next station.* Your advertising can share this obvious advantage. Call the station or AM Radio Sales.

KSFO

SAN FRANCISCO-OAKLAND / A Golden West Broadcasters station GWB

Changing hands

Announced • *The following sales of station interests were announced last week, subject to FCC approval:*

• KVOA-TV Tucson, Ariz., KOAT-TV Albuquerque, N.M.: Merger of two stations with ownership changes and other minor adjustments. KVOA-TV had been owned by Clinton D. McKinnon, Barnard Weinberg, Arthur A. Dessler and Harold A. Garfield, each 25%, while Mr. McKinnon had been sole owner of KOAT-TV. Under merger agreement both outlets are to be owned 40% by Mr. McKinnon and 20% each by Messrs. Weinberg, Dessler and Garfield. KVOA-TV is on ch. 4 and is affiliated with NBC-TV. KOAT-TV is on ch. 7 and is affiliated with ABC-TV.

• WDOT Burlington, Vt.: Sold by Val Carter, owner-general manager, and State Sen. Frederick Fayette, to Fortune Pope, owner of WHOM New York, for $140,000. Mr. Carter will continue to manage station. Sale was handled by Blackburn & Co. WDOT is on 1400 kc with 250 w.

• WIPS Ticonderoga, N.Y.: Sold by Olean Broadcasting Corp. (Donald W. Merriman, president) to Bernard H. Pelzer Jr. for $85,000. Mr. Pelzer is administrative director of Radio Press International. Broker: Paul H. Chapman Co. WIPS is on 1250 kc with 1 kw, day.

Dual Mich. sale fails

Negotiations for the sale of WGRD Grand Rapids and WTRU Muskegon, both Michigan, by Music Broadcasting Co. to William H. Rich and Alistair Bradley Martin for $500,000 plus assumption of liabilities (as reported in BROADCASTING, Aug. 24) was turned down last week by stations' stockholders. Stockholders reportedly voted unanimously not to sell either station.

Newhouse acquisition

S.I. Newhouse, newspaper publisher and station group owner, has moved further into the magazine publishing field. Last March, he acquired a controlling interest in Conde Nast Publications Inc. *(Glamour, House & Garden, Vogue* and *Vague Pattern Book).* The new transaction reported last week involves a $3.5 million deal acquiring Street & Smith Publications Inc. *(Charm, Mademoiselle, Living for Young Homemakers,* sports annuals, science fiction and hobby magazines, among others). Immediate effect is an expected combination of *Charm* with *Glamour,* the magazine retaining the latter name. Mr. Newhouse's broadcast properties include WSYR-AM-FM-TV Syracuse, N.Y.; WAPI, WAFM (FM) and WABT (TV) Birmingham, Ala.; WPTA (TV) Harrisburg, Pa.; and interests in KOIN-AM-FM-TV Portland, Ore. and KTVI (TV) St. Louis.

Tv, newspapers tie in politics news race

Television and newspapers rank equally as the public's first choice for political news, according to a survey conducted in Wayne County, Mich., by Prof. Samuel Eldersveld, U. of Michigan political scientist.

Conducted in cooperation with the university's Detroit Area Study, the survey showed 38% get most of their political information from tv and 38% from newspapers. Radio was named first choice by 9%. The study indicated that almost half those contacted followed the 1956 campaign on tv at least once a week, with 7% watching every day, 12% almost every day and 27% once or twice a week; 37% followed the campaign only infrequently on tv and 17% never wached it on their sets.

Prof. Eldersveld said candidates using tv are able to reach many people "not predisposed toward their particular party." In Detroit, 48% reported watching both parties on tv. He described tv as "terribly important" in reaching lower economic groups, the less formally educated and lower-prestige occupational classes. He added that newspapers are still "very important" as a source of information, 9 out of 10 Detroiters reading at least one major newspaper daily, 25% two papers and 5% all three local papers.

Of those interviewed, only 43% realized their newspapers supported Eisenhower editorially during the 1956 campaign, according to Prof. Eldersveld. A third felt the papers were editorially neutral and 4% erroneously felt the papers supported Stevenson.

Stations get behind Kluge tax proposal

Stations in the Metropolitan Broadcasting Co. group are giving impetus to a proposal made at a news conference a fortnight ago by John W. Kluge, Metropolitan president, who called for the elimination of federal income taxes paid by all U.S. teachers and by parents of college students. The importance of such legislation, Mr. Kluge said, would result in raising the economic and social status of teachers and put the U.S. in a better position to

SOUTHWEST — **$350,000**

Fulltime regional facility in one of the biggest and best markets in this area. Growing every month—this one will be a real winner. $100,000 down—balance over five or six years.

NORTHWEST — **$200,000**

Highly successful and profitable AM daytimer and FM in rich area. 29% down—balance over five years.

MOUNTAIN STATE — **$120,000**

Daytimer in State's top market. Planners predict real growth here. Good possibility for fulltime operation. This is a real opportunity for owner-operator. Terms can be arranged.

EAST CENTRAL — **$67,000**

Successful daytimer in two station market. Making profit for absentee owner—should do better for owner-operator. Terms can be arranged.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C.	MIDWEST	SOUTHERN	WEST COAST
James W. Blackburn	H. W. Cassill	Clifford B. Marshall	Colin M. Selph
Jack V. Harvey	William B. Ryan	Stanley Whitaker	Calif. Bank Bldg.
Joseph M. Sitrick	333 N. Michigan Ave.	Healey Building	9441 Wilshire Blvd.
Washington Building	Chicago, Illinois	Atlanta, Georgia	Beverly Hills, Calif.
STerling 3-4341	FInancial 6-6460	JAckson 5-1576	CRestview 4-2770

EXCUSE US FOR TOOTIN'

. . . our own horn, that is . . . but we feel justified! Once again KSLA-TV has captured "top honors" with NINE of the TOP TEN shows . . . NINETEEN of the TOP TWENTY . . . TWENTY-EIGHT of the TOP THIRTY with a weekly audience of 58.4% mornings, 71.9% afternoons and 64.9% nighttime.*

KSLA-TV has always kept pace with audience demands by programming *imaginatively* . . . creating *fresh, new* local shows and talent . . . and operating full power with a *clean, clear* picture.

It takes all this and more to capture and hold loyal audiences day after day . . . week after week . . . and in our case *year after year!*

If you're not already convinced, call in your *Harrington, Righter* and *Parsons* man for the complete story on what makes KSLA-TV *the* advertising buy in Shreveport!

*ARB – April 17 - May 14, '59

KSLA TV

CBS

channel 12 shreveport, la.

WSBT-TV ...SOUTH BEND, INDIANA'S DOMINANT STATION

"HOOSIER FAVORITE"...

The Teenagers Show That Parents Watch

With Joe Kelly and Bruce Saunders at the helm of "Hoosier Favorite," WSBT-TV's big production studio really "jumps" on Saturday afternoons. From 5:00-6:30 p.m. South Bend teenagers crowd the studio and their home TV sets for dancing fun, top tunes and the casual commentaries of Saunders and Kelly.

While "Hoosier Favorite" is essentially a teenagers show, ARB reports that half of this big audience is composed of adults! Now in its 5th year, this popular program consistently rates above 20.0%.

WSBT-TV dominates the prosperous South Bend market with local programs and by carrying top rated national shows. The latest ARB rating gives WSBT-TV 45.2 share of sets in use over a four week period!

To reach the 1.6 billion dollar South Bend TV market, use the station that dominates it nearly 2 to 1 . . . WSBT-TV. See your Raymer man or write this station for availabilities on "Hoosier Favorite." Also request free market data book.

WSBT-TV

ONE OF CBS' HIGHEST-RATED STATIONS

SOUTH BEND, INDIANA • CHANNEL 22

ASK PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

meet the challenge of Russia's educational advancements.

Mr. Kluge called on the broadcasting industry to support the tax relief proposals with the same skills it uses to get behind other national aims, such as safety on the highways or slum clearance. Impressed by the attitude and scholarship of Russian youth, Mr. Kluge warned that their purposefulness should be reason enough for the U.S. to raise the status of teachers.

He announced that the Metropolitan stations in New York, Washington and Cleveland would campaign for the proposals in their commercials, station break announcements and in special programs.

7-11 p.m. is listener peak for Texas fm

Peak listening hours for fm stations are between 7-11 p.m., a variation from the prevailing daytime peaks of am stations, according to a survey of Texas fm conducted by Roderick E. Kennedy, owner-manager of KHFI (FM) Austin.

Problems of fm operators in Texas will be discussed at a meeting to be held Oct. 17-19 at Driskill Hotel, Austin, according to Mr. Kennedy. Topics include sales, agency relations, promotion of set sales, rate cards, multiplexing and public service.

The Kennedy survey, covering 22 of 30 Texas stations polled (12 independents, 10 am-tv affiliated), shows programming that covers the full range of musical selections, with only one station predominantly classical. Popular, standard jazz, and show tunes comprised the heaviest share of programming.

Texas fm stations have few national accounts, it was shown. Nine reported they have no national business; one had four national accounts, one had three and two reported one account. Heaviest sponsorship ratio was 85%, reported by one station affiliated with an am or tv outlet. Among independents the highest sponsorship ratio was 65% of the schedule; five reported they were sponsored 50% or better.

Eight stations publish program guides, five doing it free and three charging a subscription fee ranging from $1 to $3 a year, according to the survey. Seven stations reported they broadcast no news and five have no weather reports. Four outlets carry am-fm stereo and two carry stereo via fm-fm multiplex. Fifteen stations reported plans for multiplexing activity—10 for background service, four stereo and one both background and stereo. Most fm stations reported they do not have comprehensive audience survey reports.

Use radio-tv for pr

Attention was directed to the use of local radio and television in putting over a public relations program in a keynote address by Arthur Hull Hayes, CBS Radio president, at last week's communications seminar of the National Catholic Welfare Conference. Mr. Hayes spoke Friday (Aug. 28) at Manhattan College in New York. "To think only in terms of newspapers is to place false limits on any 'pr' task," Mr. Hayes commented.

Mr. Hayes also presided over a panel on general religious broadcast programming. Participants included John Driscoll, radio-tv production supervisor at BBDO; William R. McAndrew, vice president for NBC news and public affairs; Maury Robinson, staff writer on *Today* (NBC-TV); Frank Shakespeare, vice president-general manager, WCBS-TV New York, and Jean Colbert, WTIC-TV Hartford.

To aid Kenny drive

Fifteen western radio stations represented by Daren F. McGavren Co., San Francisco representative firm, will participate in a 30 day fund raising drive for the Sister Kenny Foundation. Celebrity spots were recorded by Pat Boone, Hugh O'Brien, Jimmy Durante, and other personalities and are personalized for each station and market. Contributions will be sent directly to the station during September to help support the Kenny Foundation's programs of rehabilitation and research. Stations participating are KAFY Bakersfield, KXRX San Jose, KEAP Fresno, KTRB Modesto, KXOA Sacramento, KSBW Salinas, KJOY Stockton, KFXM San Bernardino, KSDO San Diego, KVEC San Luis Obispo, KABL San Francisco, all Calif.; KTKT Phoenix, Ariz.; KIT Yakima, Wash. and KLAS Las Vagas, Nev.

See heads NAB group

Harold P. See, KRON-TV San Francisco, has been named chairman of the NAB 1959-60 Television Advisory Committee on Video Tape Usage. President Harold E. Fellows announced the following would serve on the committee with Mr. See: Norman Bagwell, WKY-TV Oklahoma City; Raymond J. Bowley, Westinghouse Broadcasting Co.; Virgil Duncan, WRAL-TV Raleigh, N.C.; Stokes Gresham, WISH-TV Indianapolis; John Koushouris, CBS-TV; William Michaels, WJBK-TV Detroit, and Kenneth Tredwell, WBTV (TV) Charlotte, N.C.

FRESH AIR from Radio Catalina gives radio advertising extra impact. This refreshingly distinctive format of individual music programs provides a perfect opening for a powerful sales punch. Your message on KBIG hits a **receptive, adult audience** everywhere in Southern California . . . with the force of conviction and clarity. Heavy fan mail and the biggest billings in years prove the effectiveness of the new KBIG programming concept. And the cost of this profitable coverage is **71% lower** than stations with comparable reach.

Surround your product advertising with **FRESH AIR** . . .
good copy deserves nothing less!

Radio Catalina . . . 740kc/10,000 watts **KBIG**

JOHN POOLE BROADCASTING COMPANY, INC.,
6540 Sunset Blvd., Los Angeles 28, Calif. • HOllywood 3-3205
National Representative: Weed Radio Corporation

IN SOUTHERN NEW ENGLAND
NOW RADIO'S RIGHT THRU THE NIGHT

wice
5000 WATTS GOES 24 HOURS
A Great Independent —
A Good Neighbor
wice
PROVIDENCE, RHODE ISLAND

OFFICIAL AD BANS CRITICIZED

Feemster warns bar group encroachments affect public's right to be informed

Government entry into the field of advertising restrictions is "an encroachment on the public's right to be informed," the American Bar Assn. was told Tuesday at its Aug. 24-27 convention in Miami, Fla., by Robert M. Feemster, chairman of the executive committee, Dow Jones & Co., and past chairman of the Advertising Federation of America.

Referring to a recent ruling by the Internal Revenue Service in which much of the institutional advertising by electric power companies was held not tax-deductible as a business expense, Mr. Feemster challenged the right of the government to interfere with legitimate business activities or other freedoms.

The ABA's annual convention bypassed a topic of key interest to broadcasters—the long-range effort to have its Canon 35 ban against courtroom pickups eliminated from the ABA code of ethics. Canon 35 entered the proceedings at one point—an oral statement by Whitney North Seymour of New York, 1960 president-elect and chairman of an ABA special Canon 35 committee.

Preliminary Look • Mr. Seymour reported last Thursday to the House of Delegates, ABA ruling body, on the committee's Canon 35 studies. Citing the history of ABA-media relations, he said the group plans to meet with broadcast and other media representatives in September to consider a proposal to conduct a preliminary study of the problem through a foundation grant.

The Seymour committee was created a year ago by ABA "to try to get fresh light on whether there is need to change Canon 35," the chairman reported at Miami. "It was evident from the observation by members of the committee and such recent developments as the poll of the members of the American College of Trial Lawyers, that such a poll merely would show that a large majority of the bar favors the present canon, a fact already known," Mr. Seymour said.

"The committee considered the possibility of having volunteer lawyers observe trials when media are present and gather the views of participants," he continued, but explained the idea ran into obstacles and the group decided "to defer any amateur investigations."

In a search for "the real facts," the committee felt a joint bar-media effort was desirable. A committee-media meeting May 22 led to an agreement the idea should be investigated (BROADCASTING, May 25). Since that time, Mr. Seymour reported, the idea of a preliminary study has been approved by NAB, Radio-Television News Directors Assn., Radio-Television Correspondents Assn., Radio-Newsreel-Working Press Assn., National Editorial Assn., and National Press Photographers Assn.

Newspapers Aloof • American Newspaper Publishers Assn. and American Society of Newspaper Editors "have declined to participate but have disclosed their interest in following progress," he explained. He added, "the media have complained in the past that the bar has dealt with Canon 35 without according them due process. The committee has assured them that, however the present exploration turns out, the committee will not reach a final decision or report without giving the media full opportunity to present their views." The House of Delegates renewed the Seymour committee for another year.

In his indictment of federal restrictions against advertising, Mr. Feemster said the nation needs right-to-advertise laws, both federal and state. These laws would specifically prohibit "curbs to the right of any legitimate company to inform the public, and the public's right to be informed," he said, recalling that Ohio is the first state to enact such legislation (BROADCASTING, Aug. 17). The Ohio bill becomes effective Nov. 1, he noted, "removing a great and constant harassment to legitimate Ohio businesses."

Six Official Gags • Mr. Feemster cited these devices by which city, state and federal government agencies can now "put gags in our mouths and cotton in our ears:

- Internal Revenue Service ruling against advertising as legitimate, tax-deductible business expenses.
- Denial of the right to deduct dealers' advertising allowances prior to reckoning the base for manufacturers' excise taxes.
- Discriminatory municipal and state taxes on advertising.
- State prohibitions forbidding members of certain legitimate businesses or professions to advertise their services.
- Harsh restrictions on billboard advertising located on highways built with federal or joint federal and state funds.
- Continuous and increasing postal rate discrimination against the advertising content of newspapers and magazines.

Mr. Feemster said, "I do not believe

JACKSONVILLE, FLA.

One of the truly solid growth markets in the entire Southeast—thanks to a uniquely favorable location and an ever-expanding, enterprising population

No other radio station can help give you dominance in this market as effectively as

CBS RADIO WMBR

Represented nationally by John Blair & Co.

that we, the people of the United States, want to assign the right to the tax collectors to serve as a board of censorship over what we may say, write or advertise."

Tv Can Help • In his Aug. 24 address to the ABA Law and the Layman Conference, Erwin D. Canham, editor of *The Christian Science Monitor* and president of the U.S. Chamber of Commerce, suggested television could revive public interest in the judicial process.

Telecasts showing scenes "of actual courts in operation" were advocated by Mr. Canham. He said, "the popularity of dramatic scripts with a courtroom setting—such as employed in the *Perry Mason* and *Mr. District Attorney* shows and some others—would suggest that a substantial audience might be recruited. . . .

"We cannot afford cobwebbed corners in the structure of our judicial system. We are judged by these corners . . . If we can find ways and means to increase our national respect for judicial procedure by building respect for those laws which cover the most minor offenses, we will have gone a long way toward the creation of respect for law in general—and our national viewpoint will be heeded—where it is needed most."

Double Trouble • Federal regulatory agencies are trying to do the impossible by serving as policy-making tribunals as well as administrators, ABA was told by Louis J. Hector, member of the Civil Aeronautics Board.

"The basic premise is wrong," he said, in describing how CAB FCC and other agencies are "both Congress and the courts." He added, "administrators and judges have such completely different codes of ethics that a commissioner who tries to act like a judge is accused of trying to regulate in an ivory tower, while one who tries to act like an administrator is accused of becoming too friendly with the litigants."

Rep. Oren Harris (D-Ark), chairman of the House Commerce Committee, reviewed the investigation of independent agencies by the Legislative Oversight Subcommittee. He said the Commerce Committee plans to hold hearings in the near future on legislation "which will substantially contribute to the improvement of the administration of law by commissions."

ABC-TV gets honor

ABC-TV was honored Thursday (Aug. 27) by American Bar Assn. with a Gavel Award for its *Day in Court* series. In announcing media winners at the Miami convention, its second annual awards competition, ABA lauded the network for increasing public understanding of the administration of justice.

Columbia University's Mass Communication Center was presented with a gavel award for its film, "The Constitution: Whose Interpretation?" The film was produced for educational television and shown on etv stations.

ADVERTISING'S FEEMSTER
Assails government inroads

WTVR(TV) to CBS in Richmond changes

CBS-TV and WRVA-TV Richmond are terminating their affiliation on May 29, 1960, according to an announcement to be released today (Aug. 31) by Carl S. Ward, CBS-TV vice president in charge of affiliate relations and C.T. Lucy, president of Richmond Television Corp., owner of WRVA-TV.

Mr. Ward said WTVR (TV) Richmond, licensed to Havens & Martin Inc., and operating on ch. 6 has agreed to become a CBS-TV affiliate on May 30, 1960. Mr. Lucy stated that WRVA-TV did not want to disclose its network plans at this time. (WTVR at present is an ABC-TV outlet.)

$10.7 million revenue for Meredith radio-tv

For the second year in a row, revenue of the Meredith Publishing Co.'s broadcast properties exceeded $10-million, in the fiscal year which ended June 30, 1959. Revenue in 1959 was $10,771,057, up from 1958's $10,514,762.

Also for the second year in the company's history, total revenue was over $50-million. This year's revenue of $51,817,401 was up 4.2% from last year's $49,720,636. The firm's peak year of $53 million was in 1957.

Net earnings in 1959 were $4,255,770, ($3.28 a share), up from last year's $3.8 million, ($2.97 a share).

Meredith broadcast properties are KCMO-AM-FM-TV Kansas City, Kan.; KPHO-AM-TV Phoenix, Ariz.; WOW-AM-TV Omaha, Neb.; WHEN-AM-TV Syracuse, N.Y. and KRMG Tulsa, Okla.

No breakdown of revenue by individual stations is available, according to a Meredith spokesman.

• Media reports

• WLUK-TV Marinette, Wis., moved almost a half-million dollars of equipment from its old transmitter site near Oconto, Wis., to its new site near Green Bay, in one overnight operation, the ch. 11 outlet has reported. There was no program interruption, according to WLUK-TV, which recently increased its power from 234 kw to the maximum 316 and constructed a new tower 1050 ft. above average terrain. WLUK-TV, prior to August 24, had been identified as WMBV-TV.

• WTMJ-AM-TV Milwaukee is installing a weather radar system, according to George Comte, vp and general manager. The unit, and adaptation of radar systems used aboard airliners, will offer accurate short range weather forecasts by pin-pointing storms within a 150 mile radius. A special device will also determine the intensity of the disturbance as well as its exact location.

• Construction has begun on a new building for WPAT Paterson, N.J., at the station's transmitter site at Clifton, N.J., it was announced last week by Dickens J. Wright, president of WPAT. He estimated the cost of the stucture at $250,000. It is scheduled for completion in late winter.

• ABC Surveys Inc., N.Y. (affiliate of ARB), formerly located at 201 E. 57th St., has moved its office to 11 W. 42nd St.

• WANN Annapolis, Md., on 1190 kc, increased its power to 10 kw Aug. 25. The station has constructed a new studio and transmitter building.

• New and enlarged headquarters in Austin have been set up by Texas Assn. of Broadcasters, with Bonner McLane, of Winn-McLane Assoc., Austin agency, as executive secretary. W.R. Peck will assist Mr. McLane in operating TAB's information, legislative and public service activities. Shirley Austin, former TAB office manager, has joined the U. of Texas radio-tv department. TAB's address is 1004 International Life Bldg., Austin.

Now a bigger dollar's worth for you in Atlanta

WSB Radio audience grows by 23.4%

Latest radio audience measurement in this market by Nielsen shows a fine bonus for WSB advertisers. Average increase, per quarter-hour, Monday through Friday, is 23.4%.

Highest increase is in the 9 a.m. to 12 noon time block—up 38.2%. Nighttime increases also are splendid — up 18.7% in the 6 to 9 p.m. period and up 10.7% in the 9 to 12 midnight block, Monday through Friday.

Two major factors account for these increases: (1) population growth in the WSB Radio market and (2) WSB Radio's knowledge of how to program for the people in this area. Certainly your advertising in Atlanta belongs on WSB Radio.

WSB Radio

The Voice of the South / Atlanta

Affiliated with The Atlanta Journal and Constitution. NBC Affiliate. Represented by Edw. Petry & Co. Associated with WSOC-TV and WSOC, Charlotte; WHIO-TV and WHIO, Dayton.

CONGRESS GETS SEC. 315 REVISION

House and Senate to vote this week on compromise language

Final approval of an amendment to the political broadcasting law will be before Congress again this week as Senate-House conferees last Wednesday (Aug. 26) agreed on compromise language to bills already passed.

The amendment to Sec. 315 of the Communications Act will be brought before the House first, probably Wednesday (Sept. 2), according to the leadership. It exempts from equal time demands any "bona fide newscasts, bona fide news interview, bona fide news documentary [and] on-the-spot coverage of bona fide news events. . . ." (For full text, see below.)

Troubled waters still face the bill, however. "I buy none of it," said Rep John Moss (D-Calif.), only member of the 12-man conference committee who refused to sign the joint report. He promised to do "everything I can" to defeat the bill on the House floor after the conferees had adopted more liberal exemptions from the Senate bill in favor of his own language in the House amendment (BROADCASTING, Aug. 24).

The conference language reminds the FCC and broadcasters of obligations to operate in the public interest, but not in the controversial language put in the Senate-bill by Sen. William Proxmire (D-Wis.) (BROADCASTING, Aug. 3). It also provides for a continuing study of Sec. 315 of the Communications Act and charges the FCC with making annual reports to Congress. The original Senate bill included language for such an investigation but limited to three years.

Examples Mentioned • Although no shows were mentioned by name, the conferees made it clear that such news interview shows as *Face the Nation* (CBS-TV) and *Meet the Press* (NBC-TV) would be exempt from equal time under language of the bill.

A second important concession for broadcasters in the conference bill was the exclusion of the requirement, as contained in the House bill, that a candidate's appearance must be "incidental to the presentation of the news" before a show would be exempt from equal time. The "incidental" stipulation was left in the bill only in relation to news documentaries.

It was on these two points that Rep. Moss made exception — and several other congressmen are known to see eye-to-eye with his views. "I would rather vote for an outright repeal of Sec. 315 because I regard this (bill) as being a legal sanction to discriminatory practices which could be prejudiced in the extreme in the presentation of political views to the American people."

No Political Advantage • In a separate conference report, the 11-man majority said that in order to be considered "bona fide," a news interview must be a regularly scheduled program with the content, format and participants determined by the station or network. The report said "bona fide" was included in the bill to "emphasize the intention to limit the exemptions from the equal time requirement to cases where the appearance of a candidate is not designed to serve the political advantage of that candidate."

Signing the report were Sens. John Pastore (D-R.I.), Mike Monroney (D-Okla.), Strom Thurmond (D-S.C), Hugh Scott (R-Pa.), Clifford Case (R-N.J.), and Reps. Oren Harris (D-Ark.), Walter Rogers (D-Tex.), John J. Flynt (D-Ga.), John Bennett (R-Mich.), J. Arthur Younger (R-Calif.) and William Avery (R-Kan.).

If the conference bill is passed by both the House and Senate, it then will go to the President for his signature. He already has indicated that he will sign the bill into law by calling the FCC's Lar Daly decision "ridiculous" (BROADCASTING, March 23). In that decision the Commission ruled that Mr. Daly was entitled to equal time after his opponents for mayor of Chicago had been shown briefly on regularly-scheduled newscasts.

Text of the conference approved bill:

That sec. 315(a) of the Communications Act of 1934 is amended by inserting at the end thereof the following sentences: Appearance by a legally qualified candidate on any—

(1) bona fide newscast,
(2) bona fide news interview,
(3) bona fide news documentary (if the appearance of the candidate is incidental to the presentation of the subject or subjects covered by the news documentary), or
(4) on-the-spot coverage of bona fide news events (including but not limited to political conventions and activites incidental thereto),

shall not be deemed to be use of a broadcasting station within the meaning of this subsection. Nothing in the foregoing sentence shall be construed as relieving broadcasters, in connection with the presentation of newscasts, news interviews, news documentaries, and on-the-spot coverage of news events, from the obligation imposed upon them under this Act to operate in the public interest and to afford reasonable opportunity for the discussions of conflicting views on issues of public importance.

Sec. 2. (a) The Congress declares its intention to reexamine from time to time the amendment to section 315(a) of the Communications Act of 1934 made by the first section of this act, to ascertain whether such amendment has proved to be effective and practicable.

(b) To assist the Congress in making its reexaminations of such amendment, the Federal Communications Commission shall include in each annual report it makes to Congress a statement setting forth (1) the information and data used by it in determining questions arising from or connected with such amendment, and (2) such recommendations as it deems necessary in the public interest.

26-second imbalance in S.F. equal time

KRON-TV San Francisco has discovered that its political "equal time books" in the San Francisco mayor's race are out of balance—by exactly 26 seconds.

When candidate Russell L. Wolden demanded time to answer incumbent Mayor George Christopher, a candidate for re-election, KRON-TV found the 26 second discrepancy. Mayor Christopher was allotted 48 seconds (on silent film) last March 18 when he announced for re-election.

Then, April 17, candidate Christopher was shown for eight seconds greeting Giant pitcher Sam Jones (on silent film) on the City Hall steps.

But, candidate Wolden was only shown for 30 seconds (on silent film) when he filed for mayor last Feb. 18. So, in accordance with Sec. 315, KRON-TV General Manager Harold P. See has invited Mr. Wolden to contact Program Manager Doug Elleson ". . . to arrange suitable equal opportunity for access to our visual facilities."

Senators to hear catv-booster bills

Two bills which would place catv systems under direct FCC control and legalize "illegal" vhf boosters are scheduled for consideration tomorrow (Tuesday) by the Senate Commerce Committee in its last meeting of the current session of Congress.

Controversial committee amendments to the two bills, S 1886 introduced by Sens. Frank Moss (D-Utah) and James Murray (D-Mont.) and S 2303 by Sen.

Lasting Impressions

"Tell me with whom thou art found, and I will tell thee who thou art."

Johann Wolfgang von Goethe (1749-1832). Giant of German letters whose "Faust" was a towering epic of 19th century literature.

You can be proud of your neighbors on WWJ, where integrity and quality service have always attracted top-drawer national advertisers and their local counterparts.

This good company enhances the value of your radio schedule, makes it easier to win new customers and retain old friends.

For your fall planning, ask your PGW Colonel for the complete WWJ story. It makes good listening—and good buying for lasting impressions.

WWJ AM and FM **RADIO**

Detroit's Basic Radio Station

NBC Affiliate

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • OWNED AND OPERATED BY THE DETROIT NEWS

IN SOUTHERN NEW ENGLAND
NOW RADIO'S RIGHT THRU THE NIGHT

wice
5000 WATTS GOES 24 HOURS
An Elliot Station —
John F. Crohan, V.P.
and Gen. Mgr.
wice
PROVIDENCE, RHODE ISLAND

Mike Monroney (D-Okla.), also will be up for consideration.

As originally introduced, the Moss-Murray bill (1) authorizes FCC to license vhf boosters constructed without Commission sanction, (2) removes rule that licensed operator must be on duty when broadcast station is on the air and (3) requires catv systems to get the permission of a station before rebroadcasting its signal.

The proposed committee amendment rewrites the first two provisions and deletes the requirement that catv get a station's permission to repeat its programs—a provision sought by broadcasters.

Sen. Monroney's bill, as now drafted, defines catv and places such systems under FCC regulation. The amendment to be considered goes far beyond Sen. Monroney's original intent.

Big changes • It (1) spells out that catv is a broadcasting service and not a common carrier, (2) puts the systems under direct FCC regulation and broadcasting provisions of Communications Act with grants to be made under "public interest convenience and necessity" criteria, (3) provides that at local station's request, catv must carry signals of that station, (4) prohibits catv from duplicating within one week, programs of local station through rebroadcast of signals of second station, (5) contains "grandfather" clause licensing all existing catv systems and (6) prohibits the use of catv for pay tv.

The proposed amendment to the Monroney bill also contains this paragraph: "Either prior to or within 30 days after the grant of an application for a license or a renewal thereof for a community antenna television system which was in operation on the date of the enactment of this section, the licensee of a tv station assigned to a community in which such catv system serves subscribers may petition the Commission to include in such license such conditions on the catv's operation as will significantly facilitate the continued operation of a television station which is providing the only available locally originated television broadcast service."

The amendments were sent to committee members last Wednesday and Thursday (Aug. 26-27) for their study and were not released publicly. Some senators complained they did not receive the amendments in time to thoroughly analyze them and also that no opportunity has been given to get the reactions of industry, attorneys and the public.

The Communications Subcommittee, headed by Sen. John O. Pastore (D-R.I.), held several days of hearings on the two bills in June and July (BROADCASTING, July 20, 13, 6). And although both measures are to be taken up by the full committee, neither has been acted on by the Pastore body.

FCC Chairman John C. Doerfer told the subcommittee the Commission does not now have and does not want jurisdiction over catv. The community operators, on the other hand, have asked for government regulation but have fought the proposal that they be required to get a station's permission to carry its shows and several other provisions of the bills.

Montana Microwave stay upheld by court

The FCC's order to Montana Microwave to shut down its microwave operation granted several months earlier—pending Commission disposal of a protest by KXLJ-TV Helena, Mont.—was upheld in a decision by the U.S. Court of Appeals in Washington last week.

Judges Wilbur K. Miller, George T. Washington and Warren E. Burger turned down without comment an appeal by Montana Microwave of the FCC's denial of MM's petition for stay of the FCC order to cease operation (BROADCASTING, Aug. 24). The microwave facilities had been used by Montana Microwave to feed tv signals from two tv stations in Spokane, Wash., to a community antenna system in Helena.

Montana Microwave had charged in court argument Aug. 21 that the FCC illegally abused its discretion in ordering discontinuance of the microwave service pending outcome of the KXLJ-TV protest; that the FCC acted contrary to its earlier findings that it had no authority to hold up microwave service to a catv system on grounds of adverse impact on a local tv broadcast outlet.

FCC held it was required under law to issue the stay since the catv system already had two tv services and the need for two more did not constitute overriding public interest grounds.

Sports bills' quiz scheduled this week

Baseball Commissioner Ford Frick and four broadcasters are scheduled as witnesses for a two-day hearing set Wednesday-Thursday (Sept. 2-3) by the House Antitrust Subcommittee on five

WNJR
negro radio for metro new york

identical bills to exempt certain phases of professional team sports from antitrust laws.

Broadcaster witnesses, all to testify Thursday, are Robert D. Swezey, WDSU-AM-TV New Orleans; C. Robert Thompson, WBEN-TV Buffalo; Thad M. Sandstrom, WIBW-AM-TV Topeka, and J.M. Higgins, WTHI-AM-TV Terre Haute. Mr. Frick testifies on Wednesday before the antitrust group headed by Rep. Emanuel Celler (D-N.Y.).

Meanwhile, Sen. Estes Kefauver (D-Tenn.), chairman of the Senate Antitrust & Monopoly Subcommittee, said last week his group will begin an investigation preparatory to public hearings on alleged infiltration of professional boxing by racketeers and gangsters. He noted the sale of broadcasting and telecasting rights to boxing matches is among those interstate activities which constitute trade and commerce under the Sherman Antitrust Act.

A Washington antitrust expert has held the bills on which the House antitrust unit will hold hearings this week contain ambiguities which, if enacted, might give professional baseball, football, basketball and hockey leagues the right to (1) make agreements to prohibit radio-tv broadcasts of games and turn rights over to pay tv, (2) agree among themselves to a total blackout of all games on radio-tv, and (3) specify a minimum fee for radio-tv rights as distinguished from the present system of negotiations for radio-tv contracts rights by individual ball clubs (BROADCASTING, Aug. 17). A sixth bill would give these sports a blanket antitrust exemption.

Nearly 100 Americans at Geneva ITU meeting

The Geneva meeting of the Administrative Radio Conference of the International Telecommunication Union, which began Aug. 17 (BROADCASTING, Aug. 10), is having the services of nearly 100 American representatives from the FCC and other government agencies as well as from private industry and trade organizations.

FCC members of the American delegation to the conference, as announced by the State Dept., include: Comr. T.A.M. Craven, chairman of the U.S. group; Edward W. Allen Jr., FCC chief engineer; Robert M. Koteen, Comr. Craven's legal assistant; William H. Watkins, Comr. Craven's engineering assistant; Ann A. Mooney, rules and standards division, broadcast bureau; Marshall S. Orr, assistant chief of the safety and special radio services bureau of the FCC; John A. Russ, chief of the service and facilities branch of the in-

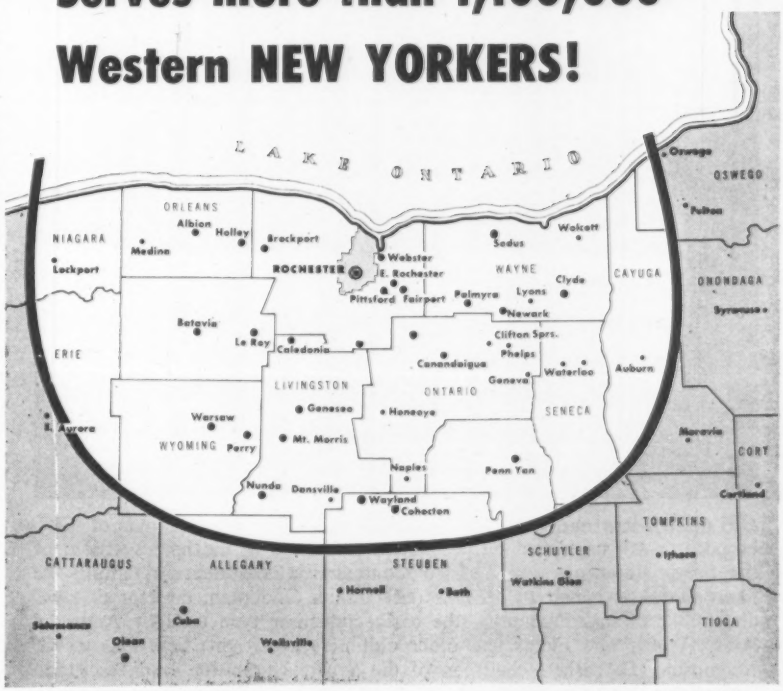
447 ft. above average terrain
316 KW—ERP

New 316 KW (maximum power) Transmitter of

CHANNEL 10

ROCHESTER, N. Y.

Serves more than 1,100,000 Western NEW YORKERS!



PRIMARY COVERAGE — 56 dbu CONTOUR

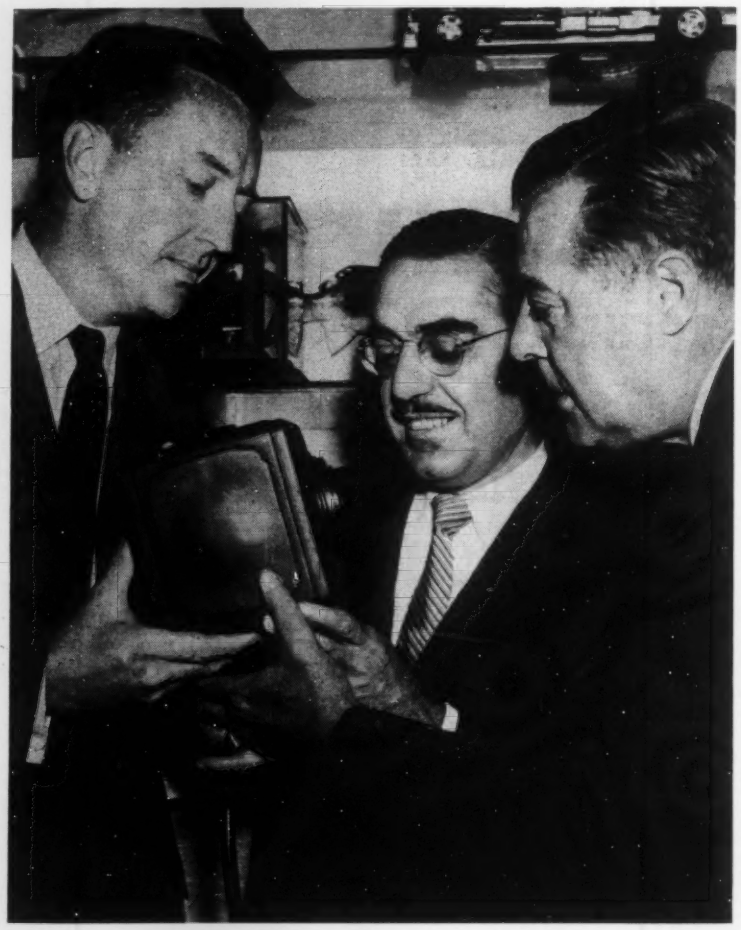
CHANNEL 10, Rochester, N. Y., offers you a large, stable, prosperous and diversified group of viewers—family folks, home owners, people with money in their pockets, and money in the bank—people who are used to high living standards—people who want to own, and are able to buy, the things that make for good, comfortable, modern living.

Channel 10 is rated tops in Rochester by Nielsen, ARB and Telepulse!

CHANNEL 10, Rochester, New York

(WVET-TV • WHEC-TV) CBS BASIC • ABC AFFILIATE

THE BOLLING CO. INC. • NATIONAL REPRESENTATIVES • EVERETT-McKINNEY, INC.



Old mike enshrined • An historic microphone used on thousands of NBC broadcasts will be placed on permanent exhibition in the hearing room of the Senate Interstate and Foreign Commerce Committee. Presenting the microphone on behalf of NBC is (left) Julian Goodman, director of news and public affairs. Examining the early condenser type used by Amos 'n' Andy, Weber and Fields and other oldtimers are (right) Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate committee, and Sen. John Pastore (D-R.I.), chairman of the group's communications subcommittee.

ternational division, and Irving L. Weston, chief of the monitoring division of the field engineering and monitoring bureau.

Other government people in the U.S. delegation include: Arthur L. Lebel, of the telecommunications division of the State Dept., vice chairman of the U.S. group; Arthur J. Costigan, consultant in the office of the director for telecommunications, Office of Civil & Defense Mobilization; George Jacobs, International Broadcasting Service, U.S. Information Agency; Edgar T. Martin, Voice of America, engineering manager; Paul D. Miles, executive secretary of the interdepartment radio advisory committee, OCDM, and F. Wayne Rhine, deputy chief of the technical division of the broadcasting service, USIA.

Non-government persons in the delegation include: communications attorneys Andrew G. Haley, Joseph M. Kittner, Benito Gaguine, Bernard Koteen, Leonard H. Marks and consulting engineer Cyril M. Jansky Jr.; broadcasters Donald H. McGannon, president of Westinghouse Broadcasting Co., Henry B. Owen of King Broadcasting Co., Seattle, and James D. Parker of CBS; RCA frequency experts Philip F. Siling and Raymond E. Simonds, and A. Prose Walker, engineering manager of NAB.

Honorariums excluded

The Senate Aug. 21 passed by voice vote, S 1735, repealing the provision of the Communications Act which allowed commissioners to accept honorariums. Measure, recommended by FCC, had been passed over earlier when the Senate passed four other amendments to the Act (BROADCASTING, Aug. 24).

Also approved by the Senate was S 1737, giving FCC authority to levy small fines in the common carrier and safety radio fields. In asking for authority, which is not related to broadcasting, Commission said present sanctions—license revocation or criminal prosecution—are too drastic for such minor violations of the FCC's regulations.

Appeals court delays WAFB-TV's ch. 9 sta

A stay of the FCC's order which permitted WAFB-TV Baton Rouge, La. (ch. 28), to operate temporarily on ch. 9 pending the outcome of a contest for ch. 9 was ordered by the U.S. Court of Appeals in Washington last week (Aug. 24).

In a per curiam decision, Judges Wilbur K. Miller, George T. Washington and Warren E. Burger ordered a stay of ch. 9 STA operation by WAFB-TV until the court renders a decision on an appeal of the FCC temporary permit by WIBR Baton Rouge, which is contesting WAFB-TV for ch. 9 (BROADCASTING, Aug. 24).

The court ordered expedition of the case, but both WIBR and the FCC feel it will be at least 60 days before court argument on the appeal can be held, since a pre-hearing conference must be held and briefs filed by WIBR and the FCC.

Two suggest revisions in ex parte proposal

Only two groups apparently were interested enough to file comments by deadline last week (Aug. 24) in the FCC's proposed rule changes to define the types of rule making cases in which *ex parte* contacts may be made and those in which such contacts will be prohibited.

The Federal Communications Bar Assn. said it believes the proposed rules have "merit" and supports them in principle, but that language is needed so as not to preclude "legitimate inquiries" made of staff members concerning procedural matters if these matters do not go into the merits at issue in the rule making. FCBA said the fundamental problems involved cannot be dispelled "by words alone" and that the FCC proposal recognizes and "suitably tries" to deal with the fact that in some rule-making matters material outside the

record must be considered "to some extent." The FCBA paper was signed by Frank U. Fletcher, FCBA vice president.

American Telephone & Telegraph Co. said the changes as proposed would permit FCC staff people to present "wholly *ex parte*" information not in the record to FCC members, with non-FCC parties barred from doing the same. There is no qualification of the kind of information the staff may present and the stage at which it may be done, AT&T said, adding that such information "obviously could" directly affect the decision and yet not be in the record—could even be presented after the record is closed. In such cases non-FCC parties should have opportunity to know this information and rebut or supplement it, AT&T said.

AT&T felt off-the-record contacts between the FCC staff and non-FCC parties may be necessary in some matters and shouldn't be prohibited, if such FCC staff members are not part of "review staff," which helps prepare decisions.

Under the proposed FCC rulemaking (BROADCASTING, July 27), the FCC would permit *ex parte* contacts in the ordinary, overall type of rulemaking, but prohibit such contacts in cases with "special considerations."

FCC MAY INVESTIGATE FCC

Commissioner Ford states agency's need to eye its own policies on programs

The FCC is considering an investigation of the FCC.

The goal: To find out what its policies are, especially in the programming field.

The idea was developed last week in an address by Comr. Frederick W. Ford to the West Virginia Broadcasters Assn., which met Aug. 28-29 at The Greenbrier, White Sulphur Springs.

Comr. Ford put his finger on program policies—one of the delicate spots of FCC regulation. He said:

"I know of no place in which the policies of the Commission concerning programs are available."

He summed up the problem this way:

"Broadcasters have no way of knowing how the Commission expects to perform its duty until the Commission acts, except for a few matters such as obscenity, lottery information, point-to-point communication and the like."

• **Safety In Numbers** At one time, Comr. Ford recalled, the FCC tried to define its program policy by issuing the 1946 *Blue Book*. He added, "Although many of the policies contained in the *Blue Book* probably apply today, it no longer is considered a statement of Commission policy and is now out of print. . . . Generally, I suppose it might be said that in view of the number of stations on the air the Commission depends on competition between stations to protect the public interest together with a case-by-case method of dealing with over-all program deviations from the public interest."

Comr. Ford explained how six FCC staffers process renewal applications in search of discrepancies, using a composite week of programming as a basis for review. Noting the broadcaster may be unaware of his deviations from regulatory requirements until they are disclosed by this review, he also observed the station operator "may have been unaware of where he could have found Commission policy if he had desired to look."

"It has been my view for a long

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Here are some of the national advertisers who've bought participations in "The People's Choice" playing as a 5-a-week daytime strip on stations across the country:

Procter & Gamble, Lever Brothers, General Mills, Colgate, Jergens, Lestoil, Fab, Continental Baking, Robert Hall, Anahist, Imperial Margarine, Miles Laboratories,etc.,etc.

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ABC Films, Inc., 1501 Broadway, New York 36. LAckawanna 4-5050.

time," Comr. Ford said, "That it is highly unfair for the Commission to lie in ambush, so to speak, while practices are developing which violate its concept of the public interest, convenience and necessity, and then make an example of an uninformed broadcaster. I believe, rather, it is generally our duty to inform the public through appropriate orders or reports of the criteria we expect to apply in advance of action against an individual broadcaster.

"I would favor the Commission instituting an investigatory proceeding on programming on a community basis which would have for its purpose the determination of the best way under present conditions the Commission can carry out its responsibility under the law for the consideration of programming and determining that an applicant will serve the public interest, convenience and necessity.

Views Aired • "In such a proceeding all interested parties would have full opportunity to present their views. Out of such a proceeding I would hope there would develop a reasonably well defined policy where the greatest freedom would be assured the broadcaster in programming his station and at the same time the Commission would perform its function of protecting the public interest, convenience and necessity with the minimum of interference to that freedom."

Comr. Ford offered another idea at the West Virginia resort—a way for broadcasters to acquaint FCC with their efforts to meet audience and FCC requirements. He put it this way:

"It appears to me that one course the Commission could follow would be to ask the licensees to tell us in narrative form the broadcast needs of the community they serve and to then explain how those needs had been and are to be met.

FCC's Ford

Proposes program policy inquiry

"The broadcaster himself is in a far better position to do that than anyone else, because after all, it is his basic and primary responsibility to determine those needs and to serve them, whereas our only function in this area is to assure ourselves as best we can that he is carrying out his primary responsibility in order that we can conscientiously make the finding that he will serve the public interest which we are required to do by law.

Easy Solution • "This solution seems so simple and so basic that it is very difficult for me to understand how there can be any disagreement about it. So far as I know, no one at the Commission has the slightest desire to tell any broadcaster that he should or should not broadcast any particular program. It has been my observation that we all feel very strongly that he should make an accounting to the Commission under the law for his stewardship of the public property committed to his care."

Comr. Ford cited the legislative history of the Communications Act and court decisions plus comments by Ex-President Herbert C. Hoover in building up a case for the Commission's right to evaluate a licensee's programming as well as technical quality. He termed it "a positive duty," despite Sec. 326 (anti-censorship) and the First Amendment (freedom of speech).

He belittled the common argument that the public shows its likes and dislikes by turning off the receiver, calling it "fallacious," especially where only one station gives primary service to an area or community.

This led him to cite "an extreme example." If a radio station played five records in turn continuously "the public interest would not be served," he

Variety spices FCC engineers' lives

Unknown to her parents, a Missouri 10-year-old wrote President Eisenhower that ham radios were disturbing her family's tv reception on weekends. "I get so mad that sometimes I wish I could take an ax and smash every ham radio," the little girl declared. The girl's father told an investigating FCC field engineer that the only interference the family had encountered in their tv reception had occurred several weeks prior to the complaint and that it had disappeared upon the purchase of a new tv set.

This is but one of a number of incidents cited in an FCC report released last week, which recounts some of the multiple activities of Commission field engineers during the past year.

Among other FCC experiences:

• The refrigerator in a neighbor's apartment was ruining his am reception, a New York apartment dweller confided to an FCC engineer and a police officer, and that was why he was using an old sparking-commutator motor, the cause of radio-tv interference to sixty families in three apartment houses. A warning from the engineer and policeman was sufficient to bring the return of normal reception to sixty-some radio and television sets, the FCC stated.

• In St. Louis a high school teacher interested in radio, "but not to the extent of seeking a license," concealed his identity and using various domestic and foreign station call signs, operated on an amateur frequency in experimenting with different types of antennas and transmitters. The teacher told FCC engineers that his scholastic chores prevented him from taking the license examination. But, the Commission reported, "he found time to dismantle the station."

• Many people, according to the FCC, appear to be talking to themselves during a horse race. Thus Commission interception of the transmission of racing results, through the use of a miniature transmitter built into a man's clothing, proved once again that such clandestine operations are difficult to detect.

contended, "and the turn-off process would be useless. If, as a matter of principle, the Commission is powerless to take action in such a case it is reduced to impotence in preventing the public property from being used to abuse the public by monopolizing its receivers with monotony."

No Cop of the Waves • Comr. Ford showed no sympathy with the contention that the FCC should act "only as an electronic traffic cop of the air waves," contending Congress hasn't seen fit to pass laws "which would permit the Commission to recede to the safety of such a position. Believe me, our task at the Commission would be far simpler if that were the law."

He was just as positive in answering the argument that FCC consideration of programming "is in its ultimate effect a limitation on the right of a broadcaster to exercise his responsibility to the public for using his facility in the public interest, convenience and necessity." To call this function censorship, he said, "would be to give to Sec. 326 an overriding dominance which would disregard the statutory scheme.

"It would seem that the solution lies not in selecting one section of the act for emphasis to the exclusion of other provisions of law, but of accommodating the Commission's regulatory authority to all of the provisions of the law. The Commission's policies would then strike a delicate balance between insuring itself that the traffic was well regulated and the composition of the traffic meets the needs of the public with the principle that the broadcaster has the primary responsibility to program his station in the public interest which the Commission must safeguard to him."

The Commission has no desire to tell a broadcaster "that he should or should not broadcast any particular program," Comr. Ford said. "No broadcaster should ever feel that he is in a straight jacket of any kind nor that his programming flexibility is fettered or his imagination is circumscribed. He should take seriously the burden and trust that the Congress has placed in him that he will properly exercise his privilege to serve all the public in his service. How he is to do this is his problem, but that he must do it the law demands.

"Our problem is to determine whether he has done it and plans to continue to do it."

In a comment on FCC's renewal routine, he said, "The present program section of our forms calls for statistical information which gives the Commission a picture of the over-all programming operations and also makes provision for a voluntary narrative statement. Full advantage has not been taken by the licensees of this provision. Obviously if this suggestion is followed, an enlargement of the renewal staff would be required."

FCC's reserve group holds 2-day seminar

A two-day communications seminar, a phase of "Operation Alert," was held last week under FCC sponsorship in the vicinity of Gettysburg, Pa.

The sessions, in which more than 90 communication specialists and administrative executives took part, were directed by FCC Comr. Robert E. Lee.

Attending the seminar were broadcasters from all over the country who are members of national and state industry advisory committees, as well as members of the FCC unit of the National Defense Executive Reserve.

Speakers at the sessions included John J. McLaughlin, administrative assistant to the Air Force Secretary; James D. Secrest, executive vice president of Electronics Industries Assn.; Clure Owen of ABC, New York; Joseph E. Baudino, Westinghouse Broadcasting Co. vice president; Dr. Richard T. Mara, science professor at Gettysburg College; Charles Kocher, chief engineer of WXYZ Detroit; Warren E. Baker, former FCC general counsel; Lloyd E. Cook, superintendent of communications for Sinclair Pipe Line Co., and Kenneth W. Miller, U.S. supervisor of CONELRAD for the FCC.

Comr. Lee at the seminar's end expressed gratification for the industry's participation. He also presented certificates of service to the following members of the National Defense Executive Reserve:

Messrs. Baker and Baudino and Martin B. Campbell, member of Area Educational Tv Foundation, Dallas; James L. Howe, president and owner, WIRA Fort Pierce, Fla.; Harold R. Huntley, chief engineer, AT&T, New York; Louis E. Kearney, communications engineer, Assn. of American Railroads, Chicago; John J. McCoy, vice president, Storer Broadcasting Co., Miami Beach; Kempster Warren Pyle, general manager, KSIR Wichita; Dr. George R. Town, director of engineering research, Iowa State College, Ames; James P. Veatch, manager, RCA Frequency Bureau, Washington; Vincent T. Wasilewski, manager, Government relations department, NAB, Washington; Lawrence Webb, manager and director, Station Representatives Assn., New York, and Jack S. Younts, president and general manager, WEEB Southern Pines, N.C.

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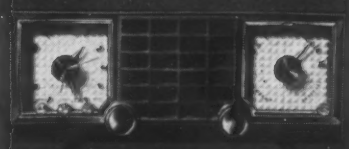

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WHP-TV Harrisburg's ch. 12 shift idea hit

A proposal by WHP-TV Harrisburg, Pa. (ch. 55), to move ch. 12 to that city is meeting opposition from other uhf broadcasters in that predominantly uhf area, as well as from Assn. of Maximum Service Telecasters and the Metropolitan Philadelphia Educational Radio & Tv Corp.

WNEP-TV (ch. 16), WDAU-TV (ch. 22) Scranton, and WBRE-TV (ch. 28) Wilkes-Barre, in a joint statement said WHP-TV, in "abandoning" its present uhf service for vhf, would cause repercussions that would "imperil" eastern Pennsylvania's "uhf enclave." They noted the "high percentage" of conversion to uhf in the area in emphasizing the status quo.

WLYH-TV (ch. 15) Lebanon, opposed the request and "counter-proposed" that ch. 8 in Lancaster (WGAL-TV) be deleted to make the area entirely all-uhf.

WSBA-TV (ch. 43) York, said it wants ch. 8 deleted, too, but that if ch. 12 is moved to Harrisburg, WSBA-TV intends to apply for it.

AMST opposed the proposal because it would involve co-channel mileage separations of less than the minimum in the Sixth Report & Order of 1952.

MPERTC said the proposed move would involve shifting ch. 12 away from Wilmington, Del., and that the educational organization has applied for ch. 12 for a Philadelphia educational tv station.

Senate unit reports on NARBA-daytimers

The hours of operation of daytime broadcasting stations should be based principally on domestic—rather than international—considerations, a special subcommittee of the Senate Foreign Relations Committee has stated in a report to its parent body.

Formed to consider the 1950 North American Regional Broadcasting Agreement and the 1957 Mexican broadcasting treaty, the subcommittee held a one-day hearing last month (BROADCASTING, July 13) but has tabled both treaties until next January (BROADCASTING, Aug. 10). Delay in ratification of the treaties has been caused by efforts of daytime stations to secure longer winter broadcasting hours, prohibited in most instances by the Mexican treaty.

The report dealt with Article II B of the Mexican treaty which prohibits the FCC from authorizing longer than sunrise-sunset operation of U.S. stations operating on Mexican clear channels. The report states the subcommittee considered these four courses of action:

(1) Approve the treaties without reservation, (2) ratify with directions that, if FCC grants daytimers request, further negotiations be carried out with Mexico clearing the action, (3) void Article II B if either country grants extended hours to stations operating on the other nation's clear channels, or (4) ratify treaty with reservation that U.S. has right to increase daytime hours.

The interim report is being submitted, the 5-man subcommittee stated, for the purpose of getting comments on the various alternatives. Hearings were announced "within three weeks" after Congress convenes in January with a final decision on approval of the treaties promised soon thereafter.

"The subcommittee expresses its hope that the FCC will extend to the daytime stations every opportunity allowed by law to improve their service and their economic position," the report stated. Members of the subcommittee are Sens. Wayne Morse (D-Ore.), chairman, Frank Lausche (D-Ohio), Frank Church (D-Idaho), Frank Carlson (R-Kan.) and George Aiken (R-Vt.).

FCC defends Rochester decision

Defense of the March 11, 1953, decision awarding ch. 10 in Rochester, N.Y., to WHEC and WVET there on a share-time basis was contained in a brief filed with the U.S. Court of Appeals in Washington. The FCC held it acted properly in deciding the grant did not give WHEC (Gannett newspaper and broadcast stations) undue concentration of control and that the share-time agreement between WHEC and WVET was not against the public interest.

WSAY Rochester had appealed these two of six issues on which the FCC held hearings after the court had reversed the 1953 grant, made without a hearing.

The FCC also replied last week to other issues brought up by WSAY, denying that the grant was procedurally invalid and differing with WSAY's view that three FCC members voting in the FCC's second decision (March 12, 1958) reaffirming the grant should have been disqualified.

The FCC brief said WSAY wanted the Commission to use criteria used in comparative cases. The FCC had refused to accept WSAY's application for ch. 10 filed six days after the 1953 grant was made.

It was the third time the case had been to court, the court one time upholding the FCC's permission for the share-time operation (WHEC-TV and WVET-TV) to remain on the air pending outcome of the case.

Ruling by Lee alone challenged by KJEO

The authority of a single FCC member to extend the dates for comments and replies on tv allocations rulemaking has been challenged by KJEO (TV) Fresno, Calif., a uhf outlet (ch. 47) which hopes to get ch. 2 under the proposal.

KJEO charged that Comr. Robert E. Lee, who has been "holding the fort" during August while fellow commissioners are on vacation, acted illegally on Aug. 14 by extending the dealine for comments from Aug. 24 to Sept. 23, thus holding up the FCC schedule for assignment of ch. 2 to Fresno. KJEO said the FCC (six members participating) on Aug. 4 rejected a proposal for extension filed by KFRE-TV, which would shift operation from ch. 12 to ch. 9 under the rulemaking. KJEO said KFRE-TV's request for reconsideration "reiterated" some of the arguments it had used before the earlier Aug. 4 FCC action.

KJEO said Comr. Lee "reversed" a unanimous decision by the FCC in extending the time; that it can find no statutory support and nothing in FCC rules giving a single FCC member such power.

If the Lee action is not declared null and void, KJEO said, it will mean a delay of the beginning of construction to late November or December and with winter setting in, KJEO probably won't be able to bring ch. 2 service to Fresno this year.

Tax bill passed

The House last week passed its version (H. J. Res. 450) of a bill which would restrict the power of the states to tax interstate commerce. The Senate passed a similar measure (S 2524) week before last (BROADCASTING, Aug. 24) and differences between the two versions will be discussed in House-Senate conference.

Both bills were outgrowths of business complaints that recent U.S. Supreme Court decisions have produced serious tax problems for firms selling across state lines.

Licensee indicted

The Justice Dept. last week indicted Vincent J. Marcello of Gretna, La., a suburb of New Orleans, on five counts of making false statements to the FCC in 1957 in applying for a citizens radio license for Jefferson Amusement Co., Gretna.

Justice charged that Mr. Marcello concealed the fact his brother, Carlos

Marcello, was a partner in Jefferson Amusement and that he had claimed no aliens held ownership in the company. Carlos Marcello was ordered deported in 1953 and the order was upheld by the U.S. Supreme Court, but he has not been deported because of litigation challenging the action. His status as an alien was exposed during the Senate Racket Committee hearings. Each of the five counts carriers a maximum penalty of up to five years imprisonment and a $10,000 fine.

• Government notes

• An agreement has been reached with the Liberian government, it has been announced, for the U.S. Voice of America to build a powerful radio relay station in Monrovia, the capital of that African republic. The multi-million dollar structure will relay VOA programs from Washington to portions of Africa and will be one of the largest such transmitters used by VOA. The relay station is not expected to be ready for operation before a year or more, VOA stated last week.

• Four National Bureau of Standards staffers have received service awards for their work in radio and electronics. Jack A. Kemper, assistant chief of the low frequency-very low frequency research section of the radio communications and systems division, was awarded a Dept. of Commerce meritorious service award for his national defense work in radio propagation measurements. Vincent E. Heaton, physicist with the radio broadcast service section in Boulder, Colo., received a meritorious service award for his work in maintaining and operating the U.S.A. primary standard of frequency and time interval. Dr. James R. Wait, consultant to the director of the central radio propagation lab, received a gold medal for highly distinguished authorship in radio propagation. Carroll Stansbury, of the electronic instrumentation section, received a silver medal for his technical contributions and administrative services.

PROGRAMMING

Hollywood vtr firm set for commercials

A new organization devoted exclusively to the production of video tape commercials starts operation tomorrow (Sept. 2) in Hollywood. Named National Videotape Service the firm is headed by Harold S. Marienthal, former western head of the tv division of National Screen Service.

Mr. Marienthal said NVS will be the first company of its kind west of Chicago. "With such a large share of the country's tv commercials being produced in Los Angeles and with the heavy swing to vtr from 'live' and film, such a center specializing in the creation and production of video tape commercials and programs is long overdue in this area," he said. NVS has a contract with Kenyon Brown, head of the broadcast division of Nafi, for use of the vtr facilities of KCOP (TV) Los Angeles.

NVS has set up temporary headquarters in the KCOP building at 1000 N. Cahuenga Blvd., but plans to move to larger space in the near future. Telephone is Hollywood 2-6468. Production supervisor is Maurice Kirsch, veteran writer-producer of film and tv programs both here and in England.

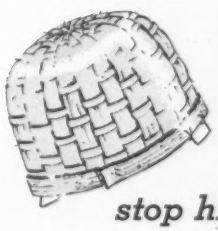
Bolshoi's tv date still up in air

The on-the-air plans of the widely-heralded tapes and film of the Bolshoi Ballet were still hazy last week but this much was clear: the rights and interests in the Bolshoi product have been acquired by Television Industries Inc., New York, from Skiatron of America, New York, both of which are companies in which Matthew Fox is the chief executive officer.

Details of the transaction were disclosed in a Television Industries' proxy statement issued in preparation for the company's annual meeting in Wilmington, Del., on Sept. 9. For the tape and film rights to the ballet, the proxy states, Television Industries has paid Skiatron of America $1 million, covering $640,000 for the rights (paid to Hurok Artists Inc.) and $360,000 for production costs. The proxy acknowledged that performance plans have not been set.

Television Industries' annual report for the year ended Dec. 31, 1958, showed that the company earned a net profit of $189,269, said to be a 192% improvement over 1957.

The proxy revealed that Mr. Fox, president of Television Industries, received in 1958 total compensation amounting to $122,041; Arnold C. Stream, vice president, $37,834, and Erwin H. Ezzes, vice president, $31,370.



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Eight tv awards made by legion auxiliary

Six network television programs—two each on ABC-TV, NBC-TV and CBS-TV—were chosen last week to receive Golden Mike awards of the American Legion auxiliary.

Presentations were made last Monday (Aug. 24) during the 39th annual national convention of the American Legion Auxiliary in Minneapolis. The network winners, selected in a poll of one million auxiliary members, were:

ABC-TV's *Lawrence Welk's Dodge Dancing Party* (best musical show) *American Bandstand* (best show for girls under 18); NBC-TV's *Meet The Press* (best informational program) and *"An Evening With Fred Astaire"* (best single show); CBS-TV's *Playhouse 90* (best dramatic series) and *Father Knows Best* (best situation comedy series).

The auxiliary also presented a Golden Mike to WJW-TV Cleveland for its *Junior Olympics* program, described as "the nation's finest program in the interest of youth." For the first time an award was made for "the best tv commercial"—The Theodore Hamm Brewing Co. animated cartoon commercial featuring woodland animals.

Union membership

American Federation of Television & Radio Artists has the largest membership of any union included in the Associated Actors and Artists of America, parent of all AFL entertainment unions except American Federation of Musicians according to the latest 4-A report, memberships of the various branches are: Actors' Equity Assoc., 8,729; AFTRA, 13,656; American Guild Musical Artists, 1,580; American Guild of Variety Artists, 12,329; Hebrew Actors Union, 200; Italian Actors Union, 93; Screen Actors Guild, 11,816; Screen Extras Guild, 3,031; Total 51,434.

Fox films trisected

NTA international last week announced distribution plans for 20th Century-Fox features acquired recently from Fox by National Telefilm Assoc. The films have been divided into three packages and will be released during three six-month intervals, starting in September.

The initial package to be offered is called the Sunset features, consisting of 54 films and including "The Razor's Edge," "The Grapes of Wrath" and "The Mighty Barnum." Subsequent distribution will cover 54 Santa Monica features ("A Tree Grows in Brooklyn," "The Return of Frank James," "Blood And Sand" and "Alexander's Ragtime Band") and 52 Wilshire features ("Seventh Heaven," "Roxie Hart," "Jesse James" and "Under Two Flags").

WNJR
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COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

Aug. 31-Sept. 4, Sept. 7-9 (4-4:30 p.m.) **Truth or Consequences**, participating sponsorship.

Aug. 31, Sept. 7 (10-10:30 p.m.) **Arthur Murray Party**, P. Lorillard through Lennen & Newell and Pharmaceuticals Inc. through Parkson Adv.

Sept. 1, 8 (7:30-8 p.m.) **Northwest Passage**, sustaining.

Sept. 1, 8 (8:30-9 p.m.) **Jimmie Rogers Show**, Liggett & Myers through McCann-Erickson.

Sept. 2, 9 (8:30-9 p.m.) **Price Is Right**, Lever Bros. through Ogilvy, Benson & Mathers.

Sept. 2, 9 (9-9:30) **Kraft Music Hall** presents **Dave King**, Kraft through J. Walter Thompson.

Sept. 3 (10:30-11 p.m.) **Masquerade Party**, P. Lorillard through Lennen & Newell.

Sept. 4 (8-9 p.m.) **Ellery Queen**, sustaining.

Sept. 5 (10-10:30 a.m.) **Hoody Doody**, Continental Baking through Ted Bates.

Sept. 5 (10:30-11 a.m.) **Ruff and Reddy Show**, Borden through Benton & Bowles and Mars through Knox Reeves.

Sept. 5 (8-9 p.m.) **Perry Presents**, Canada Dry through McLaren Adv. and Gattuso Corp. Ltd. through Schneider-Cardon Ltd.

Sept. 6 (7-7:30 p.m.) **Midwestern Hayride**, local, co-operaitve sponsorship.

Sept. 6 (9-10 p.m.) **Summertime Chevy Show**, Chevrolet through Campbell-Ewald.

NBC preview slated

NBC-TV's third annual program preview to its affiliates is scheduled for Wednesday, Sept. 2 (5-6:15 p.m. EDT). The 75-minute color closed-circuit presentation of the network's fall program lineup will be viewed at 181 affiliate stations, with many of them planning special parties based on NBC-TV's program totality theme, it was reported. Members of the press, agency executives and civic leaders are invited to attend the previews.

Narrated by Dave Garroway, the colorcast will feature more than 30 top network personalities. Originating from the Ziegfeld Theatre in New York and NBC-TV color studios in Burbank, Calif., the show will be taped in advance. NBC's color symbol, the peacock, will be presented live in one of the program's comedy highlights. Producer of the show is Perry Cross, assisted by Barry Shear who will produce and direct the Hollywood segments.

• Program notes

• NBC-TV has scheduled a total of 25 special news programs to cover President Eisenhower's trip to Europe and the exchange of visits with Soviet Premier Nikita S. Khrushchev. The first special program, a background report on the President's European trip, was carried on NBC-TV last Thursday (8-9 p.m.). Most of the news telecasts will be carried in peak nightime viewing periods and will range from a half-hour to two hours in length.

• Herbert B. Leonard's Steffe Productions will produce a new 39-episode series, *Three Man Sub*, in partnership with Screen Gems, with whom Mr. Leonard is already a partner in the production of *Adventures of Rin Tin Tin*, *Rescue 8* and *Stakeout*. Mr. Leonard will produce *Three Man Sub*, with Jerry Thomas as executive producer. Sterling Silliphant will write the first two segments of the new series, part of which will be filmed in England and Italy, with underwater filming at Nassau.

• Independent Television Corp., N.Y., now has a production-distribution arrangement with Jack Douglas for a "documentary-type" tv film series called *Sweet Success*. Initially Mr. Douglas will produce 39 half-hours. His credits include *Bold Journey*, which was on ABC-TV for three years.

• George Bagnall & Assoc. Inc. (tv film distributor), Beverly Hills, Calif., has sold *Clutch Cargo*, a cartoon comic strip using the Synchro Vox system of interposing human lips to drawings, to more than 15 stations. The Stations include WPIX (TV) New York, WFIL-TV Philadelphia, WNHC-TV New Haven, WGN-TV Chicago, KTTV (TV) Los Angeles, WWJ-TV Detroit, WIIC (TV) Pittsburgh, WEWS (TV) Cleveland, WKBN-TV Youngstown, KFRE-TV Fresno, WNBF-TV Binghamton, KOVR (TV) Stockton, WREX-TV Rockford, WJRT (TV) Flint. Other sales were made in Phoenix, Tucson, Tampa and Eureka, Calif.

Clutch Cargo has 26 stories consisting of five episodes a story.

• ABC Films Inc., N.Y., has sold *The People's Choice* series to Procter & Gamble Co. of Canada Ltd., Toronto, through F.A. Hayhurst Adv. Co., Toronto, for showing on French-speaking stations of CBS-TV in the U.S. The series has been sold to KPRC-TV

SUCCESS STORIES

One of a series of salutes to successful radio and TV stations across the nation . . . and to the Northwest School's graduates who have contributed to their success.

SALUTE TO . . .

KVTV Channel 9 SIOUX CITY, IOWA

KVTV is ideally located in the rich agricultural area of the upper Missouri River Valley.

KVTV feels a keen sense of responsibility to Siouxland viewers. Last year a KVTV newsman was on the scene during the Middle East conflict—a KVTV newsman was on the scene to capture the highlights of events leading to statehood for Alaska—and Channel 9 cameras were on the scene to present what is believed to be the first "live" coverage of a jail break!

Donald D. Sullivan, *General Manager* of KVTV, Sioux City, Iowa.

Here's what Mr. Donald D. Sullivan, KVTV General Manager has to say about Northwest School's graduates:

"Larry Menke is a versatile employee, with a valuable knowledge in the fundamentals of television. Employees of his caliber are essential to the continued success and growth of KVTV."

Larry Menke, *Studio Production Man* for KVTV.

For further information
on Northwest training and graduates available in your area, write, phone or wire

NORTHWEST SCHOOLS

1221 N.W. 21st Avenue, Portland 9, Oregon
Phone CApitol 3-7246
737 N. Michigan Avenue, Chicago • 6362 Hollywood Blvd., Hollywood

A tv feed to other media • Charles Campbell of WDAF-TV Kansas City—was on the spot minutes after a raging fire broke out at the Conoco Oil Co. on the Kansas-Missouri state line. This picture was picked up by AP, UPI and *Life* magazine. Crowning the station's news beat, Movietone News requested all footage taken of the fire by WDAF-TV's Sam Feeback.

Houston, WRGP-TV Chattanooga, WBAY-TV Green Bay, Wis., and WABG-TV Greenwood, Miss., raising the number of domestic sales to 84, according to ABC Films.

• Former President Harry S. Truman will show up on CBS-TV's *Jack Benny Program* in a guest role Oct. 18. Segment will be taped at the Truman Memorial Library in Independence, Mo., early this month.

• *Startime . . . Tv's Finest Hour* is title bestowed Ford's series of 39 specials to be colorcast next season on NBC-TV (Tues., 9:30-10:30 p.m. EDT). Agency: J. Walter Thompson.

• Irving Mansfield and Peter Arnell, who recently formed IMPA Productions Inc., New York, specializing in live packages for network programming, will open a Hollywood branch office. IMPA is packager of *Take a Good Look*, new panel-quiz show starting Oct. 24 on ABC-TV (10:30-11 p.m. EDT) and originating from Hollywood.

• Midwestern headquarters of the Trans-Lux Television Corp. moves to 520 N. Michigan Ave., Chicago. Telephone: Superior 7-3995.

• California National Productions, N.Y., has announced the following new purchasers of its *Flight* series: KHAS-TV Hastings, Neb.; KATV (TV) Little Rock, Ark.; WJTV (TV) Jackson, Miss.; Cox & Jackson for National Food Stores on WFMY-TV Greensboro, N.C.; WIS-TV Columbia, S.C.; Sparrow Adv. Agency, Birmingham, Ala.; KCEN-TV Temple, Tex., and KPHO-TV Phoenix, Ariz.

• Two producers of upcoming filmed tv shows based on the Space Age have merged their libraries of film footage on the subject for their mutual benefit. Emanuel Demby, film and tv producer in New York, who is preparing a tv special entitled "The World in Space," and David Wolper of Hollywood, whose project is called "The Race for Space," announced that the two shows complement each other and could be used as a theatrical double-bill or as a two-part series of tv specials.

• KCOP (TV) Los Angeles has sold Ralston Div. (Ralston Purina Co.), St. Louis, 39 segments of *Wanderlust*, a true-life series to be video taped in all parts of the world. Producer: Bill Burrud. Agency: Guild, Bascom & Bonfigli, Hollywood.

• Joseph N. Welch, noted Boston attorney who first appeared on tv during the Army-McCarthy hearings, later was seen on *Omnibus* and is now featured in the current movie "Anatomy of a Murder," has been signed to host a monthly series of hour-long mystery dramas produced by Robert Saudek Assoc. and sponsored by the Dow Chemical Co. Series is expected to start next spring and continue into the 1960-61 season. Network and time are still to be determined. Dow's agency is MacManus, John & Adams of Bloomfield Hills, Mich., and New York.

• Public response to its documentary—"Pornography: The Business of Evil" broadcast Aug. 18 prompted WBZ Boston, to repeat the program Aug. 23. The frank and factual report on pornography, indecent literature and photographs, the corrupters who produce and sell it and the people it corrupts was followed by half-hour programs featuring spokesmen of the Catholic, Jewish and Protestant faiths speaking on the moral and spiritual effects of pornography on teenagers and adults. The documentary was produced by WBZ's "Radio Lamp of Knowledge Project."

• The 1960 Winter Olympics from Squaw Valley, Calif. (Feb. 18-28, 1960) will be seen on CBS-TV in a series of programs produced by CBS News, which last week was granted exclusive television rights for the 10 days of winter sports contests. The contract calls for a minimum of 10 hours of broadcasts. Last June CBS News, was awarded exclusive North American rights for tv coverage of the 1960 Summer Olympics to be held in Rome.

• CBS Films Inc., New York, has sold for approximately $500,000 the following series to Procter & Gamble Co. of Canada Ltd. for spot programming on Canadian Broadcasting Corp. stations: *San Francisco Beat, I Love Lucy, Trackdown* and *Mr. Adams and Eve.* P&G bought 52 episodes of each program, it was reported.

• Charles Cahill & Assoc. and Alexander Hamilton Products, both Los Angeles, have announced their merger as Signature Arts specializing in both tape and film production for radio, tv and industrial films. Signature Arts is located at 6060 Sunset Blvd. Phone Hollywood 4-2131.

• Deadline Washington Inc., Washington, has signed 13 stations for its coverage of the President's fall trip to Russia. They are WWDC Washington; WPEN Philadelphia; WBUD Trenton, N.J.; WMCA New York; WLAP Lexington, Ky.; WPON Pontiac, Mich.; WKMI Kalamazoo; KIXL Dallas; KONO San Antonio; WYDE Birmingham; WAKE Atlanta; WOKY Milwaukee; WLOL Minneapolis.

• Capitol Records Inc., Hollywood, Calif., had the highest gross sales in its history for fiscal year ended June 30. Total gross sales: $49,266,860 (13% above 1958's $43,694,818). Net income ($2,756,770) was less than last year's $2,777,755.

• *Romper Room* (tv kindergarten) will be on KVAL-TV Eugene, and its satellite, KPIC-TV Roseburg, both Oregon, starting Sept. 28. Other stations to start the program: KPTV (TV) Portland, Ore.; CFRN-TV Edmonton, Alberta (starting Sept. 31), and CKCK-TV Regina, Saskatchewan (Oct. 12).

• KYTV (TV) Springfield, Mo., has produced Harold Bell Wright's *Shepherd of the Hills* as a half-hour program. The show is on video-tape and a free copy of *Shepherd* is available to tv stations.

• Former football great Otto Graham, now director of athletics at the U.S. Coast Guard Academy, is being featured in a quarter hour syndicated program of football forecasts and comments, produced and distributed as a 13 week series by WICH Norwich, Conn. According to Don Lasser, president and general manager of the station, there have been sales in 35 markets and options in 12 other cities to date. The series will start in mid-September.

• KCMO-AM-TV Kansas City, Mo., fed beeper phone reports of the local gasoline service station bulk oil plant fire to 24 am stations and newsfilm to six tv stations and CBS-TV. The KCMO stations assigned 10 newsmen to cover the conflagration. About 1,000 ft. of film were shot.

• National Theatres Inc., stockholders, at a special meeting held Tuesday (Aug. 25) in Los Angeles, voted to change the name of the organization to National Theatres & Television Inc. Noting that NT&T is now engaged, through subsidiaries, in the operation of tv and radio stations, the production of programs for television and the distribution of theatrical motion pictures for tv use, NT&T President John B. Bertero said the new name more accurately reflects the company's activities.

• Tel Re Productions, Philadelphia, announces its *National Pro Highlights*, produced in cooperation with the National Football League, enters its 11th season with 30 markets signed so far. Stations carrying the highlights of NFL's six weekly games include WPIX (TV) New York, WNBQ(TV) Chicago, WTAE(TV) Pittsburgh, WBAL-TV Baltimore, KGO-TV San Francisco and KRCA(TV) Los Angeles.

• Original musical themes will be recorded under the MGM label for *U.S. Marshall* and *Grand Jury*, two tv series now in production at Desilu-Gower Studios, Hollywood for National Telefilm Assoc., New York. Composer of the theme music is Ray Ellis, artist and repertoire head of MGM Records, NTA said.

Speedy Ike films

Films of President Eisenhower's arrival in Bonn, Germany, last Wednesday were shown over NBC-TV less than 5½ hours after his plane landed. Recognizable pictures of the President's landing at 1:30 p.m. (New York time) were carried on the network at 6:45 p.m. the same day. The films were a kinescope recording of a Eurovision telecast from Bonn, received by the BBC in London. The film was transmitted to Canada by the BBC via its new wire-film system, using the trans-Atlantic telephone cable, and subsequently to NBC-TV by the CBC. NBC-TV plans to use the system at least once a day during the President's mission abroad.

• Bernard L. Schubert Inc., New York, will produce and distribute a new half-hour tv film series called *David Harum*, starring Chill Wills. Filming of 39 episodes is planned to start this winter in Hollywood with Adrian Samish as producer and Clifford Goldsmith and Phil Leslie as scripwriters. *David Harum* has previously been a radio series as well as a motion picture, which starred the late Will Rogers.

• NTA International, N.Y., which distributes feature films for NTA, is making 10 Shirley Temple feature films available for fall presentation. Four of the films are new to television—"Dimples", "Stowaway", "Bright Eyes" and "Just Around the Corner." The others are "Rebecca of Sunnybrook Farm", "Captain January", "Wee Willie Winkle", "Heidi", "Little Miss Broadway" and "Poor Little Rich Girl."

• Author and critic Marya Mannes has been signed to do a half hour weekly conversation series on WTTG(TV) Washington, D.C. Premiering Sunday, Aug. 30 at 9:30 p.m., EDT the show will be called *I Speak for Myself*, and will feature discussion topics of intellectual interest.

• Desilu Productions had net income of $265,050 for the 13 weeks ended Aug. 1, greater than for the entire previous fiscal year, Desilu President Desi Arnaz told stockholders Friday (Aug. 28) in an interim report. Quarterly dividend checks of 15 cents per share were mailed with the reports.

ROY ROGERS
Starring in 67 HOUR FEATURES
GENE AUTRY
Starring in 56 HOUR FEATURES

REALLY SNARIN' SHARES

	%
New Orleans	89.4
Boston	70.3
Cleveland	80.5
Atlanta	51.3
Dallas-Ft. W.	51.0
Indianapolis	71.3
Philadelphia	53.0
Scranton-W. B.	67.2
Albuquerque	66.5
Memphis	59.7
Milwaukee	65.1
Houston	65.0
Miami	55.7
Minn-St. Paul	55.1
Knoxville	83.4

and many many more!
Source: ARB

AND REALLY RATIN' RAVES:

"One of soundest buys station has made." KOB-TV, Albuquerque, June 9, 1959

"Very successful . . . a nice show to have around." WBRC-TV, Birmingham, April 1, 1959

mca TV FILM SYNDICATION

FATES & FORTUNES

Broadcasting Advertising

MR. SCHLOAT

• G. WARREN SCHLOAT, vp in charge of tv commercial production at Compton Adv., N.Y., appointed creative director. Mr. Schloat was previously senior executive producer and executive administrator of tv department of William Esty, N.Y.

• DONALD E. WEST, vp and director of merchandising at Donahue & Coe, N.Y., elected president of agency succeeding EDWARD J. CHURCHILL, who becomes chairman and continues as chief executive officer. Also involved in D&C's top-level shuffle: WILLIAM SCHNEIDER, vp in charge of creative services, elected executive vp; WALTER WEIR, executive vp, moves up to chairman of executive committee, and JUDSON IRISH, formerly senior vp and creative director of Ogilvy, Benson & Mather, N.Y., elected senior vp in charge of D&C's creative services. Other D&C appointments: OLIVER A. KINGSBURY, vp and secretary named administrative vp and general manager; A.B. CHURCHILL and BERTRAM S. NAYFACK, vps, elected to board; JACK ROSENTHAL, marketing vp, STUART COWAN, vp, corporate and industrial division 1, and GERRY ARTHUR, media vp, added to executive committee.

• EDWARD B. ROBERTS JR., formerly supervisor of applications for CBS-TV's writing grants program, to BBDO, N.Y., as tv department editor.

• HAROLD S. BENNETT, associate media director of Baker, Tilden, Bolgard & Barger, Chicago, to N.W. Ayer & Son's office in that city as media supervisor.

• THOMAS J. MACWILLIAMS, formerly radio-tv director of Smith, Taylor & Jenkins, Pittsburgh advertising agency, to John L. Douglas Assoc., Bradenton, Fla., in similar capacity.

• ROGER C. BUMSTEAD, formerly at Campbell-Mithun, Minneapolis, joins MacManus, John & Adams, Inc., as media director of New York office.

• KARL SUTPHIN appointed media director at BBDO, Chicago, succeeding JAMES B. NANCE, transferred to agency's New York office.

• HARRY M. BERTINE JR., formerly assistant southeast division manager of Vick Chemical Co., appointed merchandising director of Potts-Woodbury, Kansas City advertising agency.

• IRA GONSIER, timebuyer at Sullivan, Stauffer, Colwell and Bayles, N.Y., promoted to associate media director. WILLIAM FERGUSON, formerly at Young & Rubicam, that city, appointed time buyer.

• RAY DEMPSEY, formerly creative director of Southern Adv., Nashville, Tenn., named copy chief of Long-Haymes Adv., Winston-Salem, N.C.

• JACQUES H. HERTS, 65, who retired 15 years ago as vp and director of Albert Frank-Guenther Law, New York advertising agency, died following heart attack Aug. 24 in Saratoga, Calif.

• HAROLD O. HAYES, vp at Fuller & Smith & Ross, Chicago, elected president of Chicago Area Agricultural Adv. Assn.

• THOMAS LOWEY, formerly account executive in Detroit office of Kenyon & Eckhardt, appointed to new post of director of advertising and sales promotion for Consumer Products Div. of Hoffman Electronic Corp., L.A.

• MORLEY CHANG, formerly with American Korean Foundation, Kaiser Steel of California and others, in pr capacity, to Shaller-Rubin Co., N.Y., as director of publicity and pr. JEAN COURY, formerly with media department at McCann-Erickson, N.Y., joins S-R, as media buyer for Eagle Pencil Co. and Thayer Labs (pharmaceutical division of Revlon Inc.).

MR. JENKINS

• ROBERT O. JENKINS, vp of Pet Milk Co., St. Louis, and executive vp-general manager of its subsidiary Pet Dairy Products Co., elected to board of directors of parent company. Mr. Jenkins has been with Pet Milk for 30 years and assumed his present post in 1956.

• JOHN DUBOIS formerly assistant advertising manager of Southern California Gas Co., to Kenyon & Eckhardt, L.A., as account executive.

• ED JONES, field sales manager of White King Soap Co., L.A., named general sales manager of grocery products division.

• MARGE CRAWFORD, formerly head of own public relations office, L.A., to Enyart & Rose advertising agency, that city, as director of pr. RAY DAVIS, formerly with Patch & Curtis, Long Beach, Calif., joins E&R as art director.

• LORRAINE BYRNE, formerly with Foote, Cone & Belding and advertising department of Sears, Roebuck & Co., Chicago, appointed advertising manager of Futorian-Stratford Furniture Co. (Strato-lounger, Avon products), Chicago.

• EMIL F. HUBKA JR. promoted from staff writer to manager of public information services with Motorola Inc., Chicago.

The Media

MR. SANSBURY

• CECIL M. SANSBURY, formerly general manager of WSEE (TV) Erie, appointed to similar position with WHP-AM-FM-TV Harrisburg, both Pennsylvania. Mr. Sansbury has held administrative posts with KNAC-TV Fort Smith, Ark., and WEHT (TV) Evansville, Ind., among others.

• EDWARD A. WHITNEY JR., formerly manager of broadcast operations with NBC, N.Y., appointed vp and general manager of WKNY Kingston, N.Y., succeeding ROBERT M. PEEBLES, who resigns to join Capital Cities TV Corp., Albany, effective Oct. 1.

• MURRAY L. GROSSMAN, formerly commercial manager of WBRY Waterbury, Conn. and at one time part-owner of WAVZ New Haven, named general manager of WWCO Waterbury. Upon approval of FCC of station's sale, Mr. Grossman will become executive vp of WWCO Inc.

• MARTIN S. FLIESLER, formerly account executive on Revlon at BBDO, N.Y., joins WOR-AM-TV New York, as director of advertising and sales development. MILTON ROBERTSON named press and special programs director of WOR.

• JAMES E. FESPERMAN, sales manager of KFSA Ft. Smith, Ark., appointed general manager.

• RUSSELL G. STEBBINS, 40, sales manager of WNBQ (TV) Chicago, died in the city's Presbyterian-St. Luke's Hospital Aug. 26 from leukemia complicated by a virus infection. He had been hospitalized since Aug. 8. Survivors include his wife, Earlene, and three children: Paul, John and Marcia.

• EDWARD J. KLYM, producer and news director of WJAC-TV Johnstown, Pa., appointed general manager of WJAC-AM-FM.

Meeting Mr. K • Ben Silver, reporter-cameraman with WCKT (TV) Miami, Fla., is welcomed to the Kremlin by the Soviet Premier. Mr. Silver and commentator Wayne Fariss (not shown) of the same station accompanied nine U.S. governors on a fact-finding tour of Russia. Pictured: Gov. Leroy Collins of Florida, to right of Khrushchev; Robert Smylie, Idaho; North Carolina's Luther Hodges, with carnation, and John Davis of North Dakota, with half-face showing past Mr. Silver.

• DAVID H. SANDEBERG, Pacific coast manager and member of firm of Avery-Knodel for 13 years, elected vp and partner of W. S. Grant Co., national radio and tv representative firm.

• GEORGE GOLDMAN, promotion and publicity director of KYA-AM-FM San Francisco, named to new post of head of creative services department for Bartell Family Radio. Bartell stations are KYA, KCBQ-AM-FM San Diego, WOKY Milwaukee, WAKE Atlanta, WYDE Birmingham and WOV New York.

• WALTER CONWAY, previously manager of WBEE Harvey, Ill., to KWBR Oakland, Calif., in similar capacity. ROUBEN BROWN, air personality, and AMOS COLES, salesman, also join KWBR.

• SEYMOUR HOROWITZ, program director of WJAR-TV Providence, R.I., named program manager of KYW-TV Cleveland, succeeding RALPH HANSEN, who moves to WJBK-TV Detroit in similar capacity, effective Sept. 14.

• STEVE ROBERTSON and WAYNE DECKER named local sales managers of KFRE-TV and KFRE Fresno, Calif., respectively. HARRY WHITE, merchandising director of KFRE Radio adds similar position with tv companion.

• DAVID W. TEBET, general programming executive with NBC-TV N.Y., appointed director, talent relations.

• WILLIAM STUBBS, tv sales manager of Peters, Griffin, Woodward, Atlanta, appointed assistant vp.

• DAVID BOLTON promoted from sales staff member to local sales manager of WIBG Philadelphia.

• DICK DRURY, formerly with KISN Vancouver, Wash., named program director of KXL Portland, Ore.

• BOB ADAMS, production director of WAKE Atlanta, appointed program director.

• JOHN MILLER, named manager and ROBERT COOK named news director of KCSR Chadron. They had been with sales and news departments, respective-

PROFIT... By Using This TWIN-PORTS MARKET... The Head of the Seaway

LAKE SUPERIOR
DULUTH
SUPERIOR

VIGOROUSLY GROWING MID-CONTINENT SEAPORT

the 2ND LARGEST MARKET...

IN SIZE ONLY TO THE TWIN CITIES IN MINNESOTA AND MILWAUKEE IN WISC.

Covered completely and more effectively by . . .

WDSM TV Channel-6

NBC

A 3 BILLION DOLLAR MARKET

Duluth & Superior

Affiliated with Duluth Herald and News-Tribune

PETERS, GRIFFIN, WOODWARD, INC.

Exclusive National Representatives

ly, of sister station, WJAG Norfolk, both Nebraska.

• BERNEL R. FULLMER, public service director and on-the-air promotion writer, promoted to senior publicist of KABC-TV Los Angeles. DON HIRSH, formerly assistant ad production manager of Thrifty Drug Stores, that city, succeeds him.

MR. TAYLOR

• BILL TAYLOR, formerly sales and operations manager of KWIZ Santa Ana, Calif., and managing director of Southern California Broadcasters Assn., appointed manager of KANS Kansas City. Mr. Taylor has also been with Foote, Cone & Belding, McCann-Erickson, both New York, and Bozell & Jacobs, Omaha, during past 15 years.

MR. WEST

• HARLEY M. WEST JR., with sales staff of WTOL-TV Toledo, Ohio, since 1958, named local sales manager. Mr. West had previously been general sales manager of WAVI Dayton, Ohio.

• DANIEL R. KELLY, formerly copywriter at Avery-Knodel, N.Y., to CBS-TV Spot Sales, that city, as assistant research manager.

• WILLARD HASBROOK, 40, former president and general manager of KFXM San Bernardino and more recently consultant-manager of KIKK Bakersfield, both California, died Aug. 20 following an automobile accident.

• RICHARD KELLERMAN, special assistant to director of public affairs of CBS News, N.Y., named supervisor of information services there.

• JOSEPH H. WELLS, account executive at Weed Television Corp., N.Y., named sales manager of that office.

• EDGAR BLOOM STERN, 73, chairman of WDSU (New Orleans) Broadcasting Corp., member of board of directors of Sears, Roebuck & Co. and cotton merchant, died Aug. 24 in Price, Utah. Mr. Stern was president of New Orleans Stock Exchange in 1927, and had been associated with many public service activities in that city.

• KERMIT RICHARDSON, KBOK Malvern, elected president of Arkansas Broadcasters Assn., succeeding C. R. HORNE, KXRJ Russellville, who was elected vp. JULIAN HAAS, KAGH Crossett, re-elected secretary-treasurer. SAM ANDERSON, KFFA Helena, and J. A. WEST JR., KDMS El Dorado, were elected directors. JUNE S. SPANN, KWAK Stuttgart, is ABA executive secretary.

• DONALD W. CRAIG, formerly sales promotion manager of DeSoto Div. of Chrysler Corp., Detroit, to WJR, that city, in similar capacity.

MR. BOX

• VES BOX, program manager of KRLD-TV Dallas since 1952, appointed assistant general manager. Mr. Box joined KRLD Radio 20 years ago as sports announcer and later was promoted to chief announcer.

MR. STOVER

• E. PRESTON STOVER, formerly program operations manager of KYW-TV Cleveland, to WTAE (TV) Pittsburgh in similar capacity. Mr. Stover began his tv career as cameraman with WPTZ(TV) Philadelphia in 1946.

• ELLIS SHOOK, formerly producer-director with WDBJ-TV Roanoke, Va., appointed production manager of WTTG (TV) Washington.

• ROBERT REHG, formerly publications editor of Trane Co., LaCrosse, Wis., named publicity director of KMOX St. Louis.

• JACK E. SHAFER, director with KFMB-TV San Diego, promoted to production supervisor of news and special events.

• MIKE HANEN, 20, assistant film editor of ABC-TV Hollywood, died Aug. 25 of injuries received while on military leave at Camp Roberts, Calif.

• BILL HAMER, formerly newsfilm chief of KETV (TV) Omaha, to news staff of KMTV (TV), that city.

• DEVERE E. LOGAN, formerly radio-tv instructor at U. of Illinois, named director of programs and promotion of WBCM Bay City, Mich. DON EDWARDS, air personality, promoted to chief announcer.

• RUSS GROVENER, formerly announcer and newscaster with KWTX-TV Waco, Tex., to WISN-TV Milwaukee as announcer.

• GEORGE M. OLSEN, formerly account executive at Meeker Co., N.Y., to Blair Television Assoc., that city, in similar capacity.

WEST TEXAS—Two Daytimers and a fulltimer. Prices range from $75,000.00 to $90,000.00 and down payments from $25,000.00 to $30,000.00. The $90,000.00 station is a good money maker and other two are in the black. Fulltimer is in a fine market and needs an owner-manager. In the black now, but billings could be doubled. Terms available on all three.

HAMILTON-LANDIS & ASSOCIATES, Inc.

BROKERS • RADIO AND TELEVISION STATIONS • NEWSPAPERS

WASHINGTON, D. C.	CHICAGO	DALLAS	SAN FRANCISCO
Ray V. Hamilton	Richard A. Shaheen	DeWitt 'Judge' Landis	John F. Hardesty
1737 DeSales St. N.W.	1714 Tribune Tower	1511 Bryan Street	111 Sutter Street
EXecutive 3-3456	DElaware 7-2754	Riverside 8-1175	EXbrook 2-5671

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

• RICHARD M. WALKER, formerly account executive and media coordinator at Harris & Weinstein Assoc., Atlanta, to sales staff of H-R Representatives, that city.

• FRANK SMITH resigns as account executive of KLAC Los Angeles to assume position of local representative of KRAM Las Vegas, Nev. and KGMS-AM-FM Sacramento, Calif.

• GEORGE WHITNEY JR., formerly head of Marrietta Co., station rep of KERO-TV Bakersfield and KFMB-AM-TV San Diego, both California, joins KLAC Los Angles as account executive.

• TOM MCCANN, formerly account executive with Miller, MacKay, Hoeck & Hartung, Seattle advertising agency, joins KING-TV, that city, in similar capacity.

• NEWELL T. SCHWIN, formerly director of production sales with CBS-TV New York, appointed vp in charge of advertising and pr with Associates Investment Co., South Bend, Ind.

• DALE B. HORNUNG, formerly general manager of WMIC Monroe, Mich., appointed sales promotion manager of Monroe Auto Equipment Co., that city.

• CARL GINNOW, floor manager and assistant to art director of KFMB-TV San Diego, appointed director. REGIS PHILBIN, assistant news editor there, named night news editor.

• SHELBY L. HEMAN, formerly on sales promotion staff of Gaylord Containers Co., St. Louis, joins WEW, that city, as account executive. Other WEW appointments: EUGENIA COLLINS named promotion and publicity director and DON NORMAN, director, adds duties of production manager.

MR. SMALL

• LEE SMALL, program director of WOND Pleasantville, named general manager of WMID Atlantic City, both New Jersey, effective Sept. 15. Mr. Small was previously with KNOE-TV Monroe, La.

• GORDON EATON, air personality and announcer, moves from WCCO to WPBC, both Minneapolis.

• FRANK ALLEN, previously with WOW-AM-TV and KOWH, to KFAB, all Omaha, as air personality and announcer.

• FRANK GUNN, newcaster and air personality, from KAYS Hays to KFH-AM-FM Wichita, both Kansas. JACK BARRY also joins KFH as air personality.

• IVAN SCOTT, previously with Voice of America and WTTM Trenton, N.J., joins KYW-AM-FM Cleveland as host of *Program PM* and crime reporter.

• CARLETON SIECK, formerly eastern sales representative with KNX Los Angeles, to CBS Radio Spot Sales, N.Y., as account executive.

• GUY TRAVERS, air personality with WAYE Baltimore, named to new post of musical director.

• HARRY WARREN, announcer with KXTV (TV) Sacramento, Calif., promoted to continuity director. CLAUD P. MANN, formerly news and special events director of KBSW-TV Salinas, Calif., joins KXTV as announcer.

• JAMES F. MURRAY, formerly in charge of radio-tv promotion and publicity for Pittsburgh Bicentennial celebration, to WCAE, that city, as local account executive.

• SCOTT BERNER, formerly photographer with WKY-TV Oklahoma City, named chief news photographer of WFBM-TV Indianapolis. MAT MATHESON, chief photographer, of KOCO-TV Enid, Okla., to news staff of WFBM-TV. JIM GREEN, formerly news director of WRAM Monmouth, Ill., and DICK REED, formerly account executive with Ted Black, advertising and public relations agency, Reading, Pa., to WFBM Radio as newcasters.

• MIKE BYRNE and MARGARET HUSE, graduates of The Creighton U., Omaha, join promotion department of WOW-TV, that city.

• DENNIS JAMES to KISN Vancouver, Wash., as air personality.

• WILLIAM E. HINES joins sales staff of WDVA Danville, Va. NANCY BROWN, traffic director, promoted to women's director. MARY LEE GRAVELY succeeds her.

• JOE FORD, air personality with KATR Corpus Christi, Tex., and JEFF DAVIS, air personality with WHHM Memphis, to KNUZ Houston in similar capacity.

Programming

• NORMAN FELTON, CBS-TV executive producer in Hollywood, appointed executive producer of network Drama Workshop now being established there to draw new producing, directing, acting and writing talent to television. (BROADCASTING, Aug. 24). SHERMAN MARKS, producer, director and tv adapter, formerly associated with *Matinee Theatre*, and JOSEPH GANTMAN, associate producer of *Peck's Bad Girl* and

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ABP

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Studio One, will function as co-producers of group of Workshop projects as assistants to Mr. Felton.

• WILL COWAN, vp in charge of west coast tv commercial productions of Filmways Inc., based at Warner Bros. Studios, Burbank, Calif., joins General Service Studios in similar capacity. DAVID H. DEPATIE continues at Warner Bros. as general manager of Warner's tv commercial division.

• RICHARD G. YATES, formerly eastern sales manager of Hollywood TV Service, Republic Pictures subsidiary, joins MGM-TV's syndicated and feature sales department as sales executive.

• ALVIN E. UNGER, administrative manager of Arrow Productions, sales and program counselling division (on re-runs) of Independent Television Corp., N.Y. adds duties of general manager, special projects division of ITC.

• GERALD A. WOLFE, of office services department, CBS, N.Y., to CBS Films Inc., that city, as sales promotion research assistant. JAMES O'ROURKE, formerly account executive with WGN-TV Chicago, to CBS Films there, in similar capacity.

IMN·PACT
WITH THE
INTER MOUNTAIN NETWORK
it's UNANIMOUS!
Pulse & Hooper Agree
KIMN
Is First By a Mile
In Mile-High Denver
HOOPER
34% Share of Audience
July-August 1959
PULSE
16% Share of Audience
JUNE 1959
REAL IMN-PACT
In America's 26th Market
The Nation's Most Successful Regional Network
HEADQUARTERS • SALT LAKE CITY • DENVER
Contact Your Avery-Knodel Man

To the heights

William L. Putnam, president of WWLP (TV) Springfield, Mass., donned mountain-climbing togs and spikes Aug. 25 when asked to lead a second group of rescue climbers to retrieve the bodies of two young students who had died on a ledge on the side of Profile Mt. in Franconia, N.H., only minutes before aid arrived. For the emergency mission, Mr. Putnam enlisted the help of his chief engineer, George Townsend. Mr. Putnam has gained a reputation in mountain climbing, is chairman of the Appalachian Mountain Climbing Club's "safety council" and had just returned from that activity in British Columbia when he was called upon for the rescue duty.

Equipment & Engineering

• LESLIE H. WARNER, executive vp, manufacturing, of General Telephone & Electronics Corp., N.Y., elected to board of subsidiary, Sylvania Electric Products Inc., succeeding late RICHARD L. BOWDITCH. ROBERT E. KENOYER, controller of Sylvania Home Electronics, named controller of Sylvania Electric, succeeding LEON C. GUEST JR., who, earlier this month, was elected vp and general controller of GT&E.

• CHARLES J. SEELEY, vp for administration and finance of Page Communications Engineers Inc., Washington, subsidiary of Northrop Corp., named senior vp in charge of directing all field projects, including joint ventures. FORREST W. DONKIN, vp of operations, western division, appointed senior vp for corporate plans, sales and customer relations, finance and office services. JOSEPH A. WALDSCHMITT, executive vp, adds duties of supervising activities of engineering and research and development departments. CHARLES SINGER, vp of operations, eastern division, named vp and director of maintenance and operations department.

• LEONARD G. WALKER, formerly marketing manager for microwave and industrial controls with Motorola Inc., Chicago, appointed manager of communications and control-systems department, Equipment and Systems Div. of Raytheon Co., Waltham, Mass.

• JAMES E. PITMAN, commercial engineer in microwave product planning, named manager of product planning for point-to-point communication equipment in General Electric's Communication Products Dept., Lynchburg, Va. He succeeds KENT J. WORTHEN, named national sales manager for GE's two-way radio.

• JAMES G. HENDRICK, formerly director of systems and procedures, CBS, N.Y., to Raytheon Co., Waltham, Mass., in similar capacity.

• RICHARD M. ROSS, product sales manager for Semiconductor Div. of Sylvania Electric Products Inc., Woburn, Mass., named to new post of manager, marketing services.

Government

• GEORGE H. REVERCOMB, legal assistant to FCC Comr. Frederick W. Ford, resigns, effective Sept. 4. He will return to private practice in Charleston, W.Va., with law firm of Revercomb & Price.

• MRS. HOWARD A. COFFIN, 68, D.C. Republican National Committeewoman for last 12 years, died of cancer Aug. 18 in Washington. Mrs. Coffin's former husband, Thad Brown, had been FCC Commissioner; he died in 1941. She leaves her son, Thad H. Brown III, NAB vp for television.

• LOFTUS E. BECKER, formerly legal adviser, U.S. Dept. of State, named resident partner, Paris office of Cahill, Gordon, Reindel & Ohl, N.Y., communications attorneys.

International

• BARRY O. GORDON, film production co-ordinator of Canadian Broadcasting Corp., Toronto, to general superintendent of laboratory operations of Trans-Video Productions, that city. ALAN B. CULLIMORE, formerly of Cousens Production Inc., N.Y., and before that radio-tv director of McCann-Erickson (Canada) Ltd., Toronto, named director of Trans-Video. EIRIKUR HAGAN, formerly writer-director-producer with Chetwynd Films Ltd., that city, appointed assistant to vp in charge of production.

• DENNIS BARKMAN, assistant manager in charge of production of CFAM Altona, Man., promoted to manager.

• COLIN FRASER, formerly of CKRD Red Deer, named production manager of CFGP Grande Prairie, both Alberta.

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PIRACY — PLAGIARISM
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Be ready with our unique
EXCESS INSURANCE
Adequate protection against embarrassing loss at amazingly moderate cost. Write!
EMPLOYERS REINSURANCE CORPORATION
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New York · Chicago · San Francisco
107 William St · 175 W. Jackson · 100 Bush St

ADMIRAL'S TINT TV
New color receivers range $595 and up

Admiral Corp., Chicago, formally unveiled its new line of color television receivers Tuesday (Aug. 25) after a two-year hiatus. Admiral's suggested retail prices: $595 and up (as against $495 up for RCA).

Admiral's 1960 line has five different models with one-year warranty on all parts including the 21-inch picture tube. A separate five-year warranty covers etched circuit boards in the chassis. Admiral announced its plans to re-enter the color tv field late last Spring (BROADCASTING, June 8).

Ross D. Siragusa Jr., sales manager of Admiral's television division, cited the warranties as an indication of the reliability of the new sets. He said they tune as easily as monochrome units with only two controls—one adjusting for trueness and balance of color, the other for intensity. To simplify tuning, special color-keyed markings on each knob indicate exact tuning positions best suited for each channel.

Initial production of color units was not known last week, but Admiral did reveal a separate and limited franchise program for some of its 4,000 dealers —nearly 14% of its total dealerships. "Distributors will grant franchises for Admiral color tv representation only to those dealers who have adequate facilities for demonstrating, selling and servicing this high ticket product," according to Carl E. Lantz, Admiral's vice president for sales. "We are seeking quality rather than quantity in dealers for marketing color television."

As part of its marketing program to assist distributors and dealers, Admiral has prepared a 56-page merchandising manual for promoting set sales. Trade publications and newspapers will be used, along with direct mail, to stimulate dealer and consumer interest. Admiral also reported it will conduct a new series of training schools for servicemen who did not attend previous sessions or those who desire refresher courses.

Philco: no color tv until there is profit

In spite of Admiral's re-entry into color tv, Philco Corp. is not about to get its own feet wet until it can market a product that will make a profit. That in effect is what James M. Skinner Jr., Philco president, told a news conference in Chicago Monday. Said Mr. Skinner: "As for color television, we aren't in it and we won't get into it until we can make a profit. The color tv market was wrecked by a company which priced its sets too low and admitted it has lost lots of money." He predicted there will be "no immediate breakthrough" in color tv sales for a couple of years.

Foreign sales of Philco products should exceed $100 million in 1959, Mr. Skinner predicted. He also reported his company has enough materials to maintain its present production schedule through November even if the steel strike continues beyond mid-September. Philco sales are up 21% for the first six months this year over the same period in 1958, with earnings of $5,169,000 against a loss of $3,269,000, he added.

Mr. Skinner said there are indications American component manufacturers will develop a program for competing in cost with Japanese-imported transistor radios, largely through miniaturization. He said he is not aware of "any significant drop in transistor prices at the component level," despite claims of other manufacturers (presumably meaning Admiral Corp.). Philco shipped "quite a few" transistor portable tv receivers before the summer vacation period, Mr. Skinner reported.

Ampex sales up 48% in first quarter '59

Sales of Ampex Corp. during the first quarter of this year totaled $13,727,000, an increase of 48.2% over last year's first-quarter sales of $7,087,000, George I. Long Jr., Ampex president, said Tuesday (Aug. 25) at the company's annual stockholders' meeting in Redwood City, Calif.

First-quarter earnings after taxes were $760,000, or 5.5% of sales, Mr. Long reported, contrasted with $233,000 or 3.3% of sales for the same period last year. He reaffirmed his previous forecast that during 1959 Ampex consolidated sales would total $60 million, with net profits of $3.9 million after taxes.

Ampex stockholders approved the company's proposal for a merger with Orr Industries, magnetic tape manufacturer, and also ratified an amendment to the company's stock option plan to permit the granting of options

WBNS RADIO
COLUMBUS, OHIO
John Blair & Co., Representatives

Pulse asked, "If you heard conflicting news reports on Columbus radio, which station would you believe?" We were a solid first—in fact, 44.3% ahead of the next station in believability.

for an additional 50,000 shares, bringing the total of shares available under the plan to 137,000, or 6.2% of total shares outstanding. The several hundred shareholders at the meeting also saw the original color tv recording of the historic Nixon-Khrushchev exchange as recorded by Ampex personnel at the American National Exhibition at Moscow.

A message from Jack Miller, Ampex shows manager in charge of the company's exhibit in Moscow, read at the stockholders' meeting, reported: "Color television, featuring playback on Ampex tv recorder, now No. 1 on Soviet hit parade at American Exposition. Votes tabulated from American voting machines at the fair showed total cast as 12,007, with color television getting 3,415 votes, well ahead of American automobiles, which were second favorite exhibit with 3,368 votes."

To lease radio-tv gear

Tishman Realty & Construction Inc. New York, is entering the industrial equipment field by forming a wholly-owned subsidiary, Tishman Equipment Leasing Inc. The new firm will lease electronic, radio and tv equipment, to be handled by George G. Weiss, formerly president of WBBQ Augusta, Ga. According to Norman Tishman, president of the parent company, TEL's primary aim is to free capital otherwise tied up in equipment "for more profitable investment. It also eliminates the costly and time-consuming negotiations usually identified with conventional financing annd establishes better banking and credit relationships for its customers."

THE VICTOR REISEL STORY!

In exposing labor racketeers, Reisel lost his sight but gave to all Americans greater vision to see the truth!
— The New York Daily Mirror

Starring PAUL STEWART
ONE OF 39 EXCITING EPISODES!

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FLAMINGO TELEFILM SALES, Inc.
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EIA will evaluate am-fm stereo systems

Three task-force groups to consider stereo techniques have been named by C. G. Loyd, General Electric Co., chairman of the special National Stereophonic Radio Committee set up by Electronic Industries Assn. The committees are part of the NSRC Panel 1 on system specifications headed by Charles J. Hirsch, of Hazeltine Research Corp.

The Panel 1 studies will not consider any stereo systems brought to its attention after last Aug. 5. Any new systems must be passed on by the main group.

The three groups are: (1) Differences between the three fm systems using an am subcarrier—W. P. Boothroyd, Philco Corp.; R. B. Dome, General Electric Co., and Carl Eilers, Zenith Radio Corp. (2) Differences between the three fm systems with fm subcarrier—Murray Crosby, Crosby Labs.; Harold Parker, Calbest Electronics, and William N. Halstead, Multiplex Services Corp. (3) A theoretical analysis of am subcarrier modulation vs fm subcarrier modulation—Bruce T. Bogert, Bell Labs., and Norman Parker, Motorola.

E. F. McDonald estate valued at $11.1 million

The estate of the late Comdr. E. F. McDonald Jr., board chairman of Zenith Radio Corp., was valued at approximately $11.1 million at the time of his death on May 15, 1958. The figure ($11,132,888) was contained in an inheritance tax appraisement filed with the clerk of Cook County in Chicago Aug. 21. The document was submitted by Eugene M. Kinney and Edward McCausland, executors of the estate.

It listed the value of 19,724 shares of Zenith stock held by Comdr. McDonald at $1,404,618 and of 33,198 shares of Seneca Securities Corp. stock at $4,515,861. The latter is described as a holding company for the McDonald assets. The federal estate tax was given as $1,695,461 while the Illinois inheritance tax was placed at $507,262.

Chief beneficiaries of the estate are the late executive's son, E. F. McDonald III; his daughter, Joan Marianne Lust, and Mr. Kinney, nephew and Zenith executive.

Admiral set to meet Nippon competition

As a challenge to growing Japanese imports, Admiral Corp. last week introduced its own low-cost seven-transistor pocket model radio. Meanwhile, Muntz Tv scored the increasing use of Japanese components.

Admiral's new model will sell at a national list price of $29.95. Called the Comet, the pocket radio is "produced with high quality All-American components by American craftsmen," Admiral pointed out. The low cost is attributed to recent reductions in transistor prices, greater automation of etched circuit boards, increased production efficiency and "complete cooperation by suppliers who are concerned about losing a large share of their business to cheap foreign imports."

Also available are a $34.95 deluxe model designed to play several times as long as imported models before batteries must be replaced (all etched circuit boards carry a five-year warranty) and a new seven-transistor personal radio for $39.95.

The use of Japanese components was decried by Wallace A. Keil, president of Muntz Tv, as jeopardizing the American labor market and business of small manufacturers. Set makers should take affirmative action against the increasing flow of imports instead of using them to save a few dollars, he warned. Japan has been cutting heavily into the American electronics industry because of low labor costs.

Sarnoff award made

Dr. Walter R. G. Baker, president, Syracuse U. Research Corp., was named last week to receive the David Sarnoff Gold Medal Award of the Society of Motion Picture and Television Engineers for "meritorious achievements in television engineering." Presentation of the medal will be made during SMPTE's 86th Semi-Annual Convention, Oct. 5-9, in New York.

In making the award, the society cited Dr. Baker's "long career in electronics" and praised his achievements as chairman of the National Television System Committee, which devised the technical standards which the FCC accepted as the basis of the U.S. commercial tv system.

WNJR
negro radio for metro new york

RUSSIA READY FOR TV ADVERTISING

Comrade Zhdanov hints change; consumer goods push seen

Recent indications from the Soviet Union show that the government-controlled tv and radio facilities might become a springboard to a revitalized drive for increased consumer goods consumption, coincident with the surge for greater production.

Under the Khrushchev regime, Russian trade authorities have introduced such innovations as self-service food stores, automat restaurants and mail-order selling. Such "westernization" of the proletariat has met with genuine approval from both the government and the people themselves. Yet promotion of consumer goods through any of the media has been sharply criticized by official sources and only recently has the ice of contempt begun to thaw.

In the last issue of *Soviet Trade*, a government journal, M. Zhdanov, deputy director of the Central Television Studio, Moscow, gave an indication that the official party policy regarding advertising has become conciliatory.

"The interest of trade and advertising personnel in television as the most effective means of contacting customers is entirely understandable," Mr. Zhdanov stated. "Our trade advertising is called upon to educate people's tastes; to stimulate their wants and, thereby, to build up an active demand for goods. One result of commercial advertising must be a qualitative improvement in popular consumption, the appearance of new wants and tastes which in their turn will create a stimulus for further growth in production."

A "first" in tv advertising was scored last New Year's, the article reports, when a telecast directly from the State Department Store on Red Square showing the items on sale "of New Year's tree decorations was warmly received."

Hero Shoes • Advertising formats come under Mr. Zhdanov's careful scrutiny. As an example of acceptable advertising production he cites a recent film "which promotes a careful regard for one's shoes, shoe care, and timely repair. . . . The main 'heroes,' . . . were women's shoes, men's boots, shoe brushes, etc. . . . The film was watched with great interest. It is full of witty situations. The viewer laughs gayly and with all his heart. As a result he is more strongly convinced of the need for careful attention to his shoes."

Elsewhere in his article, Mr. Zhdanov mentions 50 "outlying" tv stations now operating in the Soviet Union. It is thought that Moscow at the beginning of the year was the only Russian city with more than one regularly operating channel. Counting all "telecenters" including low-power, semi-amateur outfits, Russia claims to have had 60 tv stations operating at the end of 1958, compared with 42 at the end of 1957 and 20 in 1956. Under the new Seven-Year Plan (1959-1965) the number of tv stations is due to increase "2.6 times", which would make a total of about 156 by the end of 1965.

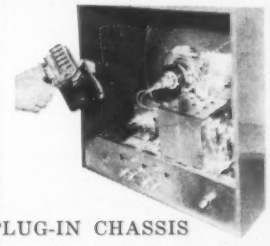
Russian tv set output was estimated to be one million in 1958 and radio set production 3.9 million the same year. Contrasting with this impressive growth is the fact that most major Soviet newspapers still do not publish radio and tv listings.

Mr. Zhdanov's article may clearly indicate an agonizing reappraisal on the part of the government regarding advertising. And although it may be a long time before BBDO or JWT open Leningrad branches, the development of Russian media advertising will bear watching as a measuring rod of Soviet domestic economic expansion.

• Abroad in brief

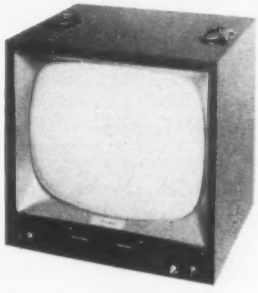
CKWS-TV Kingston, Ont., is putting its new RCA 18 slot high-gain wavestack antenna on Wolfe Island in the St. Lawrence River, 3½ miles from Kingston. The new transmitter site replaces that at Camden East, 18 miles from the city. The new antenna will be on an 800 foot tower. Target date for completion of the new transmitter is mid-November. The ch. 11 station

FOTO-VIDEO MONITORS



PLUG-IN CHASSIS

V-92A



V-36C 14" UTILITY MONITOR
V-96A 17" UTILITY MONITOR
V-98A 21" UTILITY MONITOR
V-92A 24" UTILITY MONITOR
ALL MONITORS COME IN METAL CABINETS AND INCLUDE HIGH AND LOW VOLTAGE SUPPLIES
(Also Professional Models)

FEATURES
- Field-Proven in Government and Broadcast TV Stations
- Superior definition
- Excellent focus and interlace
- Video response flat to 8 mc.
- Distortion free DC restorer
- New high efficiency linear deflection system
- Positive operation of all controls
- Silicon rectifier power supply
- Aluminized picture tube with gray face plate
- Bridging input with built-in terminating resistor and switch
- Broadcast quality construction, terminal boarded
- Plug-in chassis modules
- Every Unit Specification-Tested

DESCRIPTION

The Foto-Video Monitors are highly reliable display units for broadcast and closed circuit use. They are designed for the continuous presentation of 600 line picture information with high brightness.

The Video Amplifier, Deflection Generator, High Voltage Supply, and Low Voltage Supply, consist of individual plug-in-sub-chassis for optimum accessibility. The front panel is removable for cleaning the picture tube face and safety glass.

The high gain, wide band video amplifier incorporates DC restoration to maintain black level regardless of picture content. Silicon semiconductor rectifiers provide very reliable DC power with a minimum of heat.

Write, wire or phone for full information.

FOTO-VIDEO LABORATORIES, INC.
CEDAR GROVE, N.J. CEnter 9-6100

will increase power to 130 kw video and 78 kw audio.

● Malta expects to have its own tv service next year. There are about 7,000 sets on the Mediterranean island. They tune to Italian stations.

● Holland had 500,000 registered tv sets Aug. 1. The figure is expected to reach 580,000 before year's end.

● Switzerland had 67,882 registered tv sets Aug. 1. This is 1,643 more than July's figure. About 70% of tv sets are bought and operated in the country's German-language areas.

● Denmark will have 100% tv coverage with completion of the Nastved transmitter at Seeland Island this year. About 250,000 sets are operated in the country.

● France has organized five committees to supervise its radio-tv programming. Members are chosen from the fields of French literature, art and science. The country expects to have 100% tv coverage in 1961.

● Eurovision, occasional hookups of European tv stations, is five years old. About 16 million sets in twelve Western Europe nations (using 567 transmitters) can be tuned to the service. A total of 900 hookups have been completed between 1954-59.

● Registered television sets numbered 2,730,000 in West Germany on July 1, a 60,045 increase over June. Radio licenses are decreasing at about 200,000 a month from an approximate 15 million total

FANFARE

Prizes from the sky

On Sept. 1, tenth anniversary of KMTV (TV) Omaha, Neb., the station plans a "Balloon Drop" for its viewers in Nebraska, Iowa and Missouri. On the big day, two airplanes will drop 2,500 gift certificates worth $15,000 in color tv sets, air conditioners, radios and other prizes. In addition, 2,397 certificates for KMTV anniversary pens and smorgasbord dinners will be scattered.

Viewers tuned to the station will be able to determine where and when the balloons will be dropped. The "Balloon Drop" is the second part of KMTV's anniversary celebration. Part one was a free presentation of the Tommy Bartlett Water Ski Show yesterday (Aug. 30).

Missing staff found

Bud Lester, recent purchaser of WOIA Ann Arbor, Mich., wanted to build immediate listenership and promote his new announcing staff. To do it, he conducted a 12-day "Missing Man" contest, offering $90 daily to the listener who identified the missing air personality through clues given on WOIA. The "12" and "90" tied in with WOIA 1290 kc.

Missing men were spotted in a jewelry store, aquarium, bakery, bottled-water company, and other locations. One winner, a baker, was sweating over an oven, baking bread at 350 degrees when he heard a clue, which was "350." He drove to all the bakeries in town spotting the missing man at the last one visited.

KMTV (TV) airs high school bowl

KMTV (TV) Omaha, Neb., televised the First Annual Shrine High School Bowl game in that city earlier this month, reports the station, and preempted its entire Saturday night schedule to carry the game. There were a number of pre-game filmed "specials" aired by the station, including a documentary of the Shrine All Star teams visiting the Shriners Hospital in Minneapolis. KMTV sent its news camera to film the visit of the high school athletes bringing happiness to the hospitalized children.

Into the wide blue yonder

To spotlight the rising traffic death toll KOIL Omaha d.j. Jim Hummel "went into orbit" week before last, according to the station. The KOIL staffer seated himself in a 1959 model automobile which was suspended by a giant crane some 70 feet above the ground. He will stay there "until he forcefully points attention to the rising traffic death toll on Nebraska's highways," KOIL said. Stunt has received commendation from both city and state safety officials, station reported.

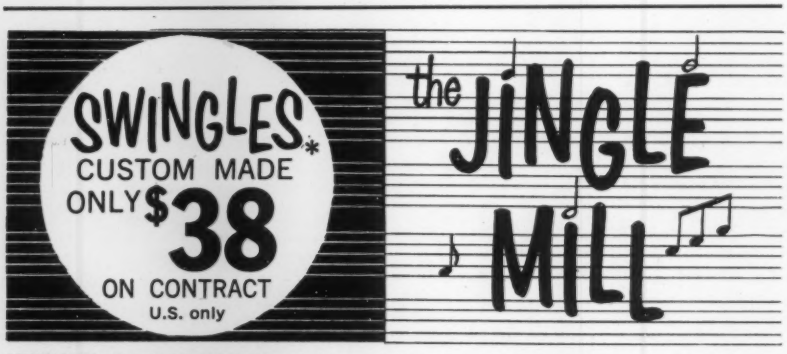
Room service—at home

Picking up a service usually provided in hotels, WNTA Newark (Aug. 19) started a promotion campaign of its morning show with a personalized "wake-up service." Listeners to the *Mike Woloson Show* (Mon.-Fri., 7-10 a.m. EDT) have been invited to register with the station if they would like to be awakened during those hours by a telephone call from WNTA. Although the brunt of the work falls on the WNTA switchboard operators, Mr. Woloson makes some of the calls himself during the show.

Contest for sponsors

WKNE Keene, N.H., is marking its 32nd anniversary with a six-week promotion that features contests for both sponsors and listeners. To enter the "KNE Days" contest, listeners register with participating merchants to win weekly prizes and a chance at the grand prize of a Jamaica trip for two.

In an effort to stimulate thought on advertising, a sponsor competition offers a trip to Europe for one, or a trip to Jamaica for two. Participants are asked to fill out a business questionnaire, dealing with advertising, and write a 500-word essay: "My Philosophy of Advertising." To date, over 86 accounts are



*SWINGLES are swinging jingles that sell your station, win audience loyalty.

COMMERCIAL SWINGLES, TOO. Complete custom-made — no open ends and no inserts.

SWINGLES are so good, over 700 stations have ordered, 98% re-ordered. Put this record to work for you, too! Write, wire, or phone.

THE JINGLE MILL • 203 W. 49 St., N.Y. 19, N.Y. PLaza 7-5730

participating in "KNE Days."

Clients are also receiving one free announcement for every year they have advertised on WKNE.

Stars in her eyes

The winner of the WSOC-TV Charlotte, N.C., "Spot the Stars" contest is going to turn her prize, a one-week expense-paid trip to Spain and Portugal, into a honeymoon.

The contest called for viewers to recognize 22 film actors on a slide shown briefly on WSOC-TV about 10 times a day for three weeks. Guest Airways, which will provide the transportation, will send pictures of the honeymooners to WSOC-TV so viewers may follow their progress.

Breakfast in bed

KCMO-FM Kansas City, Mo., dramatized advancing its sign-on time to 6:30 a.m. by sending 150 local admen a breakfast tray.

A note on the bundle of breakfast food, contributed by manufacturers, invited the admen to "have breakfast on KCMO-FM" while listening to *Music for a Summer Morning*. Chris J. Stolfa, KCMO-FM's commercial manager, delivered breakfast trays to the mayors of Kansas City, Independence, North Kansas City, all Missouri, and Kansas City, Kan.

Forward pass pays off

KTVB (TV) Boise, Idaho, scored in promoting its pickup of the College All-Stars vs. Baltimore Colts co-sponsored by Carling Brewing Co., Tacoma, Wash.

KTVB's sales staff, wearing football shirts and helmets, toured downtown Boise presenting taverns that did not carry the product with a case of Carling's beer. The score: The Lamp Post Hotel now sells Carling's Black Label.

There's joy in Gretna

WMNA Gretna, Va., went to bat for the local Connie Mack baseball team, and hit a grand-slam homer.

The teen-aged ballplayers had won the Virginia and Southeastern championships, but needed $1,100 to finance their trip to the World Series in St. Joseph, Mo.

With only two days to raise the needed money, WMNA went in as pinch-hitter and started plugging for contributions, with special shows, interviews and a record hop. In less than 18 hours, the station collected $1,410, and the happy ballplayers, each with $5 spending money in his pocket, were on their way to Missouri.

The sound's the thing • The sound of SESAC music is its own best salesman. So believes SESAC Inc., New York, music licensing and program service organization. This layout demonstrates some of the ways SESAC goes about practicing that belief. The smaller jacket and disc (top right) is one of 7,000 sent out by the company to disc jockeys and station management personnel every month promoting the SESAC service. The reply card (lower right) which accompanies each record is used to solicit comments. The standard lp (at left) demonstrates another new angle to SESAC's promotional policy. Although its music library is used only by professionals, the company has dressed up its records with consumer-type album covers.

In addition, an "Aura-Vision" ad is part of SESAC's new "You Never Heard It So Good" campaign, circulated in trade magazines and with the *SESAC Music* monthly. The "record" on each ad can be torn out and played on conventional machines.

Rolling with broadcast banners

About 54 tv and 46 radio stations in 84 cities were involved in events leading up to the All-American Soapbox Derby finals at Akron, Ohio, Aug. 16. Sixteen of the 170 soapbox vehicles at Akron carried the call of stations backing them. Derby is sponsored by Chevrolet.

These are some of the stations that sponsored or co-sponsored a boy in the finals:

WHMA Anniston, Ala.; WSOC-AM-TV Charlotte, N.C.; KHSL-TV Chico, Calif.; WENE Endicott, N.Y.; KORE Eugene, Ore.; WKZO-AM-TV Kalamazoo, Mich.; KBAS-TV Moses Lake, Wash.; WEEK-AM-TV Peoria, Ill.; KOOL-AM-TV Phoenix, Ariz.; KPTV (TV) Portland, Ore.; KCRA-AM-TV Sacramento, Calif.; KING-AM-TV Seattle, Wash.; WTVT (TV) Tampa, Fla.; WTOR Torrington, Conn.; KTTN Trenton, Mo.; WRC-TV Washington and KIMA-TV Yakima, Wash.

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Big party for KTVI (TV)'s big tower

New York advertising folk drank, ate buffet-style, beat time or danced to jazz at one of the Big City's most lavish tv business parties of the summer on the night of Aug. 24. Host to the near 1,000 gathering at the Tavern-on-the-Green in Central Park was KTVI (TV) St. Louis. Celebrated was KTVI's new maximum-height transmitting tower (1,649 feet).

Among the highlights: a costly tab (estimates place expenses for such an affair at the $10,000 level), 12 show girls topped by "tower headgear", Sammy Gardner and his Mound City Six flown to New York from St. Louis' Tiger's Den, various stage and tv entertainers and a team of "photo-flash" girls who took polaroid shots of the guests. Nearly 700 agency people were on the guest list; others included Blair-TV executives and account men, an ABC-TV contingent and newsmen. An attendance prize of $1,649 (the tower footage), displayed in two-dollar bills and frozen in a large cake of ice carved as a figure "2" (channel number), went to Bernie Shlossman, Benton & Bowles timebuyer. Joe Bernard, vice president-general manager, KTVI, presented the prize.

Caper Cutters • Rachel Thompson of J. Walter Thompson and Ron Brownell of Benton & Bowles.

Icecake & Cheesecake • (Above) Timebuyer winner of $1,649, Benton & Bowles' Bernie Shlossman considers blowtorch to get at bills locked in ice at top left curve of figure "2" (he finally used ice pick). (Right) Showgirls and KTVI's Joe Bernard (l) and Shaun Murphy (national sales manager) inspect tower replica.

• Drumbeats

• More than 47,000 people, the second largest crowd in Bridgeport, Conn.'s Pleasure Beach Park history, turned out Aug. 17, reports WNHC-TV New Haven, for a day of free rides, swimming and a record-hop, all on the station. The Triangle Publications Inc. outlet station also sponsored a water show during July. The height of the Pleasure Beach Park day was the *Jim Gallant Record Hop,* which was seen by the largest in-person crowd ever to view Mr. Gallant.

• Billboards, banner-towing airplanes, movie trailers and newspaper and on-air tv saturation paved the publicity way for the coming of one Bugs Bunny to Atlanta earlier this month, according to WAGA-TV there. More than 8,000 participated in "Bugs Bunny Day" at Atlanta's Storyland Park, reported the station, with extensive news coverage following.

• KTBC-TV Austin, Tex., personality Cactus Pryor set up a portable swimming pool in the middle of a local street and, accompanied by "a passel of pulchritude personified in a trio of talented teeners," went on the air with one of his Thursday night tv shows recently, according to the station. There was an aquatic exhibition by the Austin Aquatic Club, a fastdraw and trick shooting exhibition by *26 Men* co-star Kelo

Henderson, and a dunking of Mr. Pryor.

• The WKRC-TV Cincinnati "Cedar Hill Farms-*Jeff's Collie* Day" at Coney Island, a local amusement park, resulted in more than 20,000 labels from Cedar Hill Farms products being handed in. The labels were good for rides and concessions in the park. Two collie puppies and bicycles were among prizes given away during the day.

• The Ice Capades of 1959 allocated about 80% of its ad budget for its nine performances in Pittsburgh to KDKA-TV there and grossed $225,000. The station ran a campaign of 10- 20- and 60-second spots throughout the day and ran a number of film clips of the show. At KDKA-TV Night in Forbes Field (show's location) station staffers distributed 5,000 free boxes of popcorn. Tickets to the capades this night were sold by KDKA-TV at a 50 cent reduction.

• KISN Vancouver, Wash., d.j. Tim Tate is doing his daily *Fabulous 50* show in a cage suspended from a crane at the Oregon Centennial Exposition. He's been up there three weeks and says he won't come down until the 3 millionth visitor comes to the exposition. KISN news director John Doe appeared on KHTV (TV) Portland, Ore., as a tie-in promotion when the movie "Meet John Doe" was telecast. He explained how difficult it is for him to get people to believe that's his real name and to get checks cashed.

• Seattle's annual Seafair Parade was led last month by KING Seattle disc jockeys on children's scooters. The parade precedes the Gold Cup hydroplane race.

• WSET Glens Falls, was challenged last month by nearby Hudson Falls, both New York, to see if it could raise more blood donors than Hudson Falls. As the battle progressed merchants of the rival towns promised gifts and transportation to people going to the bloodmobile. After WSET broadcast from the bloodmobile Aug. 11 the record for the number of blood donors was broken.

• WNDU-TV South Bend-Elkhart, Ind., brought the story of that market and itself to New York agency men last week via a video tape presentation at the Johnny Victor Theatre in the RCA Exhibition Hall. Tom Hamilton, sales manager, co-hosted the showing with the station's new representative, Venard, Rintoul & McConnell.

• KDKA Pittsburgh d.j. Regis Cordic was the subject of a two-page spread in July's *Esquire* magazine. The article tells how the d.j.'s spoofing of Madison Avenue advertising nets him more than $60,000 a year. Mr. Cordic's Olde Frothingslosh Pale Stale Ale ("the foam's on the bottom") was mentioned on-air as a gag four Christmases ago. Now the brew is made each year, 300,000 cases having been sold to date.

• Four CHUM Toronto, Ontario, disc jockeys had a swimming race last month against actor Gordon Scott, who plays Tarzan in movies. Disc jockeys Al Boliska, Dave Johnson, Mike Darow and Bob Laine, dressed in swim suits of the '90s, dived with Mr. Scott. It was a fair race except that Mr. Boliska grabbed a rope and was towed to victory by lifeguards running beside the pool.

• *Beachnik* is the name of a new weekend show on KFMB San Diego. On Saturdays d.j. Geoff Edwards parks the station mobile unit on a beach and broadcasts from a console mounted on top, 10 a.m.-3 p.m. Loudspeakers carry music to bathers.

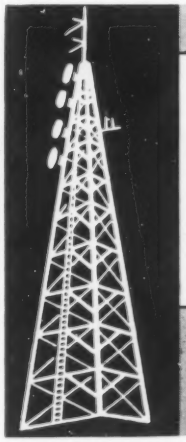
• The Houston Fm Broadcasters Assn. with Granco and Blaupunkt radio distributors have launched their second outdoor-poster campaign as two new fm stations go on the air. Poster copy: is confined to "Fm radio, music to live with. Now six stations." One of the six is an educational station.

• Registering a staff cricket of WSAI Cincinnati with the performer's union was a move that paid off in wire service news coverage for the station. Elvis the Cricket comes to work daily with Will Lenay and provides chirp effects for the Lenay morning show. American Federation of Radio & Television Artists has accepted the insect on condition he pays his dues.

• CKLC Kingston, Ont., promoted summer water sports in its area by having announcer Larry Woods do a half-hour program while water-skiing behind a powerful outboard motorboat. Microphone cord was wrapped along tow-rope, with Larry Woods holding the tow-rope with one hand, the mike in the other. A mobile unit in the motorboat sped the program to the station.

August March of Dimes • In an emergency effort to replace depleted polio funds, KBON Omaha, Neb. d.j. Fritz climbed an air-conditioned flag-pole on the county Courthouse lawn, to appeal for contributions. After 15 days, and $15,000 in donations, he descended. Omaha Mayor John Rosenblatt termed the project "a magnificent job."

• More than 600 Huntington, W. Va., residents turned out to a local theatre Aug. 15 for the "Happy Money Auction" by WSAZ there (BROADCASTING, July 27). (Happy Money certificates were given by WSAZ sponsors in return for merchandise purchased). About $2,000-worth of merchandise was up for bidding.



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Station Authorizations, Applications

As Compiled by BROADCASTING

August 20 through August 26. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

Existing Tv Stations

APPLICATION

WVUE (TV) New Orleans, La.—Request to modify STA to increase ERP from vis. 94.5 kw, aur. 47.2 kw to vis. 130 kw, aur. 65 kw. Ann. Aug. 24.

New Am Stations

APPLICATIONS

Conway, Ark.—Central Arkansas Bcstrs. 1330 kc, 500 w D. P.O. address Box 541, Morrilton, Ark. Estimated construction cost $24,030, first year operating cost $36,000, revenue $45,000. Applicants are **J.C. Willis** (52%), **Harold J. Nichols, Hugh C. Jones** and **William E. Cooper,** all 16%. Mr. Willis is sole owner of KVOM Morrilton, Ark. Messrs. Nichols, Cooper and Jones are staff members of KVOM. Ann. Aug. 26.

San Diego, Calif. — Cabrillo Bcstg. Co. 1520 kc, 1 kw-D, 500 w-N. P.O. address 6253 Hollywood Blvd., Hollywood 28, Calif. Estimated construction cost $34,000, first year operating cost $78,000, revenue $104,000. Applicants are **Riley Jackson** and **Allen R. Hubbard,** equal partners. Mr. Jackson is radio and tv producer. Mr. Hubbard is account executive with ABC. Ann. Aug. 21.

Fort Myers, Fla. — New Sounds Bcstg. Corp. 1370 kc, 5 kw D. P.O. address 120 Delaware Ave., Buffalo, N.Y. Estimated construction cost $17,968, first year operating cost $48,000, revenue $60,000. Applicants are **Richard Lipsitz, Carl A. Green,** both 40% and **Herald P. Fahringer Jr.** 20%. All are lawyers with no other broadcast interests. Ann. Aug. 24.

Columbia, Miss.—Fortenberry Enterprises 1600 kc, 500 w D. P.O. address Shepherd Bldg. Estimated construction cost $13,949, first year operating cost $39,600, revenue $47,000. Co-applicants are **Jerry A. Fortenberry** and **William L. Fortenberry,** 50% each. J.A. Fortenberry is physician. W.L. Fortenberry is druggist. Ann. Aug. 21.

Sand Springs, Okla.—Forrest G. Conley 1340 kc, 100 w. P.O. address Box 349 Tulsa, Okla. Estimated construction cost $9,110, first year operating cost $36,000, revenue $48,000. Applicant is 84.3% owner of KLTR Blackwell, Okla. Ann. Aug. 24.

Luray, Va.—Page County Bcstrs. 1590 kc, 1 kw D. P.O. address Luray, Va. Estimated construction cost $26,241, first year operating cost $35,600, revenue $48,000. Applicant is **James R. Reese Jr.** Mr. Reese is owner of WCFV Clifton Forge, Va., and has 60% interest in WCBG Chambersburg, Pa. Ann. Aug. 25.

Existing Am Stations

APPLICATIONS

WOKS Columbus, Ga. — Cp to increase daytime power from 250 w to 1 kw and install a new trans. (1340 kc). Ann. Aug. 21.

WCRW Chicago, Ill.—Cp to increase power from 100 w to 250 w (Specified Hours) (1240 kc). Ann. Aug. 21.

WROK Rockford, Ill.—Cp to increase daytime power from 1 kw to 5 kw, install DA for daytime use (and new ant. system), new ground system, change studio location and install new trans. (1440 kc). Ann. Aug. 21.

KAOK Lake Charles, La.—Cp to increase daytime power from 250 w to 1 kw, change ant.-trans. location, change studio location, install DA daytime, change ground system, install new trans. and operate trans. by remote control nighttime only. (1400 kc). Ann. Aug. 20.

KTIX Seattle, Wash.—Cp to change hours of operation from daytime to unl., using power of 5 kw, install DA nighttime and make changes in ground system. (1590 kc). Ann. Aug. 25.

KTNT Tacoma, Wash. — Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400 kc). Ann. Aug. 21.

New Fm Stations

APPLICATIONS

Mount Kisco, New York—Incorporated Meliphon, 107.1 mc 0.3 kw. P.O. address Box 208, Mount Kisco, New York. Estimated construction cost $11,357, first year operating cost $18,500, revenue $25,000. Applicants are **William J. McCarren, Richard W. Burden, Julius Geilenkirchen** and **C. Edward Dombert,** (25%) each. Mr. Burden is audio engineer. Mr. McCarren is WCBS New York trans. supervisor. Mr. Geilenkirchen is engineer operator for WFAS Westchester, N.Y. Mr. Dombert is employed by CBS. Ann. Aug. 20.

***Provo, Utah—Brigham Young U.,** 88.9 mc, 10 kw. P.O. address Provo, Utah. Estimated construction cost $500, first year operating cost $3,000. Applicant reports arrangements made for purchase of Snow College, Ephraim, Utah, fm trans. (88.9 mc). Ann. Aug. 20.

Ownership Changes

APPLICATIONS

WYDE Birmingham, Ala.—Seeks transfer of control of 80% of **Bartell Bcstrs. Inc. (Wisconsin) Gerald A. Bartell, et al.)** to **Bartell Bcstrs. Inc. (Delaware).** Ann. Aug. 21.

KVOA-TV Tucson, Ariz.—Seeks assignment of license from **Arizona Bcstg. Inc.** to **Alvarado Tv Inc.** through stock merger. Owners are **Clinton D. McKinnon** (40%),

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Bernard Weinberg (20%), **Arthur A. Dresser** (20%) and **Harold B. Garfield** (20%). Prior to assignment, each owned 25%. Mr. McKinnon is presently sole-owner of Alvarado Tv Inc., licensee of KOAT-TV Albuquerque, N.M. Ann. Aug. 24.

KCBQ San Diego, Calif.—Seeks transfer of control of 80% of **KCBQ** from **Bartell Bcstrs. Inc (Wisconsin) (Gerald A. Bartell, et al.)** to **Bartell Bcstrs. Inc. (Delaware)**. Ann. Aug. 21.

KYA-AM-FM San Francisco, Calif.—Seeks transfer of control of 80% of **Golden State Bcstrs. Inc. from Bartell Bcstrs Inc. (Wisconsin) (Gerald A. Bartell, et al.)** to **Bartell Bcstrs. Inc. (Delaware)**. Ann. Aug. 21.

KHIL Brighton, Colo.—Seeks assignment of license from **Arline H. Steinback** to **Mile High Broadcasting Corp.** for the assumption and payment of station's liabilities totaling $70,000. Principals are **Clyde W. Miller** (51%) president and **Arline H. Steinback** (49%) secretary-treasurer. Neither has other broadcast interests. Ann. Aug. 26.

WAKE Atlanta, Ga.—Seeks transfer of control of **WAKE Bcstrs. Inc.** from **Gerald A. Bartell, et al).** and transfer of control of 80% of **WAKE Bcstrs. Inc.** from **Bartell Bcstrs. Inc. (Wisconsin)** to **Bartell Bcstrs. Inc. (Delaware)**. Ann. Aug. 21.

KGEM Boise, Idaho—Seeks assignment of license from **Idaho Bcstg. & Tv Co.**, wholly owned subsidiary of **Gem State Bcstg. Corp.** to **Gem State Bcstg. Corp.** for $10. Ann. Aug. 20.

KLIX-AM-TV Twin Falls, Idaho—Seeks assignment of license from **Southern Idaho Bcstg. and Tv Co.** wholly owned subsidiary of **KLIX Corp.** to **KLIX Corp.** No financial consideration. Ann. Aug. 20.

WCAT Orange, Mass.—Seeks assignment of license from **Millers River Bcstg. Corp.** to **Tri-State Radio Inc.**, wholly owned by **William R. Sweeney.** Mr. Sweeney received FCC approval for transfer of control of Millers River Bcstg. Corp. to himself as individual on July 15, 1959. Consideration was $65,000. Ann. Aug. 25.

KOAT-TV Albuquerque, N.M.—Seeks transfer of control of **Alvarado Tv Inc.** from **Clinton D. McKinnon**, present sole-owner, to **Mr. McKinnon** (40%), **Bernard Weinberg** (20%), **Arthur A. Dresser** (20%), and **Harold B. Garfield** (20%), through stock merger with **Arizona Bcstg. Inc.**, licensee of **KVOA-TV Tucson, Ariz.**, in which principals each presently have one-quarter interests. Ann. Aug. 24.

WWOL-AM-FM Buffalo, New York—Seeks assignment of license from **Greater Erie Bcstg. Co.** to **Radio Buffalo Inc.** for $250,000, exclusive of trans. site plus agreement not to compete for five years. Purchaser is **Grelin Bcstg. Co.**, of which Radio Buffalo Inc., is subsidiary. **Melvin C. Green**, (31%) is general manager of WWRI Rhode Island. **Lester W. Lindow** (31%) is executive director of Assn. of Maximum Service Telecasters. Ann. Aug. 24.

WOV New York, N.Y.—Seeks transfer of control of 80% of **Bartell Bcstrs. Inc., New York (Gerald A. Bartell, et al.)** from **Bartell Bcstrs. Inc.** (Wisconsin) **Gerald A. Bartell, et al.)** to **Bartell Bcstrs. Inc. (Delaware) (Gerald A. Bartell, et al.)**. Ann. Aug. 21.

WIBS Ticonderoga, New York—Seeks assignment of license from **Olean Bcstg. Corp.** to **Bernard H. Pelzer Jr.** for $85,000. Mr. Pelzer is administrative director of Radio Press, International. Ann. Aug. 24.

KBEK Elk City, Okla.—Seeks assignment of license from **H.H. Huntley** to **Bob D. Garrison.** After transfer, Mr. Garrison will be sole owner. No financial consideration. Dissolves partnership. (See KHHH Pampa, Texas). Ann. Aug. 25.

KRWC Forest Grove, Oregon—Seeks assignment of license from **F. Demcy Mylar** and **Robert M. Kines**, equal partners, d/b/a **Christian Bcstg. Co.** to **Triple G Bcstg. Co.** for $47,500. Purchasers are **Lester L.** and **Dorothy R. Gould, Esther L. Plotkin** and **Leroy A. Garr**, all equal partners. Mr. Gould is director of Greater Carolinas Tv & Radio Industries Inc. Mr. Garr is lawyer. Ann. Aug. 25.

WTRO Dyersburg, Tenn.—Seeks transfer of control of **Southern General Bcstg. Inc.** through relinquishment of one share of stock by **John M. Latham**, president (50%) to **Hamilton Parks**, treasurer (38%). No financial consideration. Ann. Aug. 21.

KWAM Memphis, Tenn.—Seeks assignment of license from **KWEM Inc.** to **Trans-American Bcstg. Corp.** Assigment is through lease arrangement ($1,666.67 per month). Sole owner is **H.C. Young.** Mr. Young has half interest in WENO Madison, Tenn. Ann. Aug. 21.

KHBR Hillsboro, Texas—Seeks assignment of license from **KHBR Radio** to **KHBR Radio Inc.** for $10. Change to corporate form of business. No change in ownership involved. Ann. Aug. 24.

KHHH Pampa, Texas—Seeks assignment of license from **Bob D. Garrison** (50%) and **H.H. Huntley** (50%) d/b/a **Garrison-Huntley Enterprises** to **H.H. Huntley** (100%). No financial consideration. Dissolves partnership. (See KBEK Elk City, Okla.) Ann. Aug. 25.

KDYL-AM-FM Salt Lake City, Utah—Seeks transfer of control from **TFL Bcstrs. Inc.** to **Columbia Pictures Electronics Inc.** for $3,100,000 (including KTVT [TV]). Principals representing Columbia Pictures Electronics Inc. are **A. Schneider**, president (1%) and **A. Montague**, executive vp (.58%). Ann. Aug. 26.

KTVT (TV) Salt Lake City, Utah—Seeks transfer of control from **TFL Bcstrs. Inc.** to **Columbia Pictures Electronics Inc.** for $3,100,000 (including KDYL-AM-FM). Principals representing Columbia Pictures Electronics Inc. are **A. Schneider**, president (1%) and **A. Montague**, executive vp (.58%). Ann. Aug. 26.

KARI Blaine, Washington—Seeks assignment of license from **Birch Bay Bcstg. Co.** to **Birch Bay Bcstg. Inc.** No financial consideration. Change to corporate form of business. Ann. Aug. 24.

WKWK-AM-FM Wheeling, W.Va.—Seeks transfer of control of **Community Bcstg. Inc.** from **Corinne Anderson Reynolds**, executrix of estate of **John B. Reynolds**, deceased, to **Lewis W. Dickey** for $55,000, for 70% interest in station. Mr. Dickey has no other broadcasting interests. Ann. Aug. 21.

WOKY Milwaukee, Wis.—Seeks transfer of control of 80% of **Bartell Bcstrs. Inc. (Wisconsin) (Gerald A. Bartell** et al) to **Bartell Bcstrs. Inc. (Delaware)**. Ann. Aug. 21.

Hearing Cases

OTHER ACTIONS

Commission, by board composed of Comr. R.E. Lee, took following actions:

By order, Commission corrected hearing issues in consolidated hearing on applications of Birney Imes Jr., West Memphis, Ark., etc., involving use of 730 kc. Ann. Aug. 20.

Howell B. Phillips, Williamsburg, Ky.; WMCV Inc., Tompkinsville, Ky. — Designated for consolidated hearing applications for new am stations to operate on 1370 kc, 1 kw, D—Phillips with DA. Ann. Aug. 20.

Routine Roundup

Commission announces following 18 appointments to FCC unit of National Defense Executive Reserve: Warren E. Baker, former general counsel of FCC, lawyer, Washington, D.C. Joseph E. Baudino, vice president, Westinghouse Bcstg. Inc., Washington, D.C. Martin B. Campbell, member of Area Educational Tv Foundation, Dallas, Tex. F. Stanley Hoffman, business manager, Gettysburg College, Gettysburg, Pa. James L. Howe, president and owner, WIRA Fort Pierce, Fla. Harold R. Huntley, chief engineer, AT&T, New York, N.Y. Louis E. Kearney, communications engineer, Assn. American Railroads, Chicago, Ill. Dr. Richard T. Mara, professor of science, Gettysburg College, Gettysburg, Pa. Leonard H. Marks, lawyer, Washington, D.C. John J. McCoy, vice president, Storer Bcstg. Co., Miami Beach, Fla. Lt. Gen. Willard S. Paul (ret.), president, Gettysburg College, Gettysburg, Pa. Kempster Warren Pyle, general manager, KSIR Wichita, Kan. Dr. George R. Town, director of engineeing research, Iowa State College, Ames, Iowa. James P. Veatch, manager, RCA Frequency Bureau, Washington, D.C. A. Prose Walker, manager, engineering department, NAB, Washington, D.C. Vincent T. Wasilewski, manager, government relations department, NAB, Washington, D.C. Lawrence Webb, manager and director, Station Representatives Association Inc., New York, N.Y. Jack S. Younts, president and general manager, WEEB Southern Pines, N.C.

Additional appointments are being processed to bring total to 25, its maximum number.

FCC and other agency units are comprised of former government officials and qualified men in other branches of appropriate industries and professions to train for handling problems of their respective agencies in event of national emergency.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of August 21

WHYE Roanoke, Va. — Granted assignment of license to **Joseph Mullen** and **Jon A. Holiday**, partners.

KBMI Henderson, Nev.—Granted assignment of license to **1400 Corp.**

Granted licenses for following am stations: WIOS Tawas City-East Tawas, Mich., and specify type trans.; WGOG Walhalla, S.C., and WEZJ Williamsburg, Ky.; remote control permitted.

KFBI Wichita, Kan.—Granted license covering installation new auxiliary trans. (day) and alternate main trans. (nighttime).

WCRW Chicago, Ill. — Granted license covering installation new ant. (increase height) and ground system.

WAGR Lumberton, N.C.—Granted license covering changes in facilities; DA-2 to non-DA; changes in ant. system, studio location; remote control permitted.

WWPB (FM) Miami, Fla. — Granted license covering change in trans. and studio location and increase ERP to 9.2 kw.

WTMJ-FM Milwaukee, Wis.—Granted license for fm station.

WOKO Albany, N.Y.—Granted mod. of license to change name to WOKO Inc.

WPDQ Jacksonville, Fla.—Granted cp to install new trans.

WFGM Fitchburg, Mass.—Granted cp to install old main trans. as alternate main trans. at present main trans. site.

***WBOE (FM) Cleveland, Ohio**—Granted cp to increase ERP to 15 kw and install new trans.; ant. 360 ft.

WDAS Philadelphia, Pa.—Granted mod. of cp to install new trans.

WAZY Lafayette, Ind.—Granted mod. of cp to install new trans.

KAAB Hot Springs, Ark.—Granted mod. of cp to increase power from 250 w to 500 w and install new trans.

WOTT Watertown, N.Y.—Granted mod. of cp to install new trans.

WXLI Dublin, Ga.—Granted mod. of cp to install new trans.

WAVC Boaz, Ala.—Granted mod. of cp to install new trans.

WPEN-FM Philadelphia, Pa. — Granted mod. of SCA to change sub-carrier frequencies from 49 and 67 kc to 26 and 65 kc.

KSTN Stockton, Calif.—Granted extension of completion date to Oct. 3.

Actions of August 20

Granted licenses for following am stations: WKSK West Jefferson, N.C., and change type trans.; WGOH Grayson, Ky., and WELZ Belzoni, Miss.

WAYZ-FM Waynesboro, Pa.—Granted license for fm station; ERP 3.21 kw.

KPEN (FM) Atherton, Calif. — Granted license covering increase in ERP to 35 kw; change ant. height to 1,080 ft.; change in trans. location and ant. and installation new trans.; remote control permitted.

WSOL Tampa, Fla.—Granted license covering installation auxiliary trans.; and license covering increase in power, change ant.-trans. location, make changes in ant. (increase height) and ground system and installation new trans.

WDAK Columbus, Ga. — Granted license covering installation new trans. as alternate main nighttime and auxiliary daytime.

WBOY Clarksburg, W.Va. — Granted license covering changes in ant. system by mounting tv ant. on top of am tower and change remote control point.

WLEC Sandusky, Ohio — Granted license covering side-mount fm ant. on am tower and make changes in ant. system.

WINZ Miami, Fla.—Granted license covering installation new main trans.

KPLK Dallas, Ore.—Granted license covering increase in power and installation new trans.

WHAW Weston, W.Va.—Granted license covering changes in facilities, installation new trans. and changes in ground system, and change type trans.

W73AB Littleton, N.H. — Granted license for tv translator station.

KOJM Havre, Mont. — Granted license covering installation new trans.

KTLQ Tahlequah, Okla.—Granted license covering increase in power and installation new trans.; remote control permitted.

WTTR Westminster, Md.—Granted license covering installation auxiliary trans.

KJR Seattle, Wash.—Granted license covering installation new trans.

WWCC Bremen, Ga. — Granted license covering increase in power and installation new trans.; remote control permitted.

K74AS, K70BN Virginia, Minn.—Granted mod. of cps to change from ch. 72 to ch. 70; change trans. location, type trans. and type ant. and changes in ant. system; change trans. location, change in trans., type ant. and make changes in ant. system.

WYLD New Orleans, La.—Rescinded action of July 16 which granted application for cp to change ant.-trans location from near Gretna, La. to 0.5 mile s.e. of intersection of Lonner and Outfall Canal, New Orleans, La., and make changes in ground system.

Actions of August 19

WCLA Claxton, Ga.—Granted assignment of license to **Evans County Bcstg. Inc.**

KRCO Prineville, Ore.—Granted acquisition of positive control by **C. R. Matheny** through purchase of stock from **N. A. Miksche** by **Radio Central Oregon.**

WAGC Chattanooga, Tenn.—Granted cp to change ant.-trans. location and make changes in ant.-ground systems.

Continued on Page 110

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising requires display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Opening for manager in medium sized, middle west competitive market; only those with a good sales record will be considered. Please send your qualifications and references. Our station personnel know of this advertisement. Box 351P, BROADCASTING.

Manager with proven sales ability for California station. Must have record of longevity and good references from former employers. Box 387P, BROADCASTING.

Sales

Top rated 10,000 watt independent formula station in Florida's fastest growing radio market wants young, aggressive, A-1 salesman. Don't wait, apply now. Box 288P, BROADCASTING.

$150-$200 weekly commissions with organization that has sold over 400 successful community booster campaigns for leading stations in every city of U.S. Campaign manager $12,000-$15,000 annually. Wives free to travel and capable of writing copy, office detail etc., $75-$80 weekly. Working now in Ohio, N.Y., and Penna. Write Box 330P, BROADCASTING.

Northern Ohio medium market needs 2 men, building for top grosses, experienced men only. Box 308P, BROADCASTING.

Network radio station in central Ohio has opening for time salesman. Opportunity for aggressive salesman to make real money. Box 349P, BROADCASTING.

Experienced fm sales staff needed immediately by one of nation's pioneer broadcasters in midwest market of million population for fm operation soon to hit air. FM field fertile. Excellent opportunities. Unique programming such as stereo-spectaculars, etc. Elaborate promotional support. All replies confidential. Box 352P, BROADCASTING.

Salesman—Western Pennsylvania independent. Better than $6,000 a year guarantee. Good man should build to $10,000 and more. Complete details to Box 367P, BROADCASTING.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

California—Hard work, long hours. Proof of ability to sell local accounts required. Salary plus bonus offers top money to a man who can produce. Send full details plus picture first letter. KLOK, San Jose, California.

Hawaii's top station has opening for salesman. World's best outdoor living in fastest growing state in U.S. Need fully experienced man in bustling, competitive market. Compensation open. Send full background, photo, salary requirements to KULA, Box 1479, Honolulu.

Connecticut. Sales representatives. 1000 watt independent. Salary plus draw. WBZY, Torrington.

Security, good opportunity, creative self starter as second salesman in 2 station market over 100,000. Tom Talbot, Manager, WJJL, Niagara Falls, N.Y.

Excellent opportunity for radio times salesman with announcing experience. Perfect set-up for man willing to work. Base salary plus commissions. WLTC, Gastonia, N.C.

Salesman-possibility of managemement-liberal compensation WVOS, Liberty, N.Y.

Help Wanted—(Cont'd)

Sales

If you have sales ability and are looking for a good income and security, contact Bob Howard at WPGC, Washington 19, D.C. This high-rated 10,000 watt station is easy to sell and really pays off for clients. 2 salesmen will be hired on a draw-commission basis. Write or phone JOrdan 8-6677.

I want a man with confidence enough to sell for a new station, not yet operating, with no guarantee, and build himself a gross, that will eventually make him commercial manager. If you're the man, prove it! Lou Skelly, 3808 Chaucer, Austintown, Ohio.

Announcers

Winter will be here before you know it then you will wish you had answered this ad. This is your opportunity to trade your overcoat in for a palm tree. Florida is calling, offering a swinging dj the finest working conditions, $125 per week to start and relaxation on the beach. Location? Not Miami, but between Miami and West Palm Beach. Air mail your tape and resume now and be the wise one who realizes that opportunity knocks but once. Box 698M, BROADCASTING.

Top rated 10,000 watt formula daytimer in Florida's fastest growing radio market wants morning man with mature voice. Send tape and resume immediately. Box 289P, BROADCASTING.

Announcer with first phone. Established network affiliate with emphasis on good radio. Good pay for good performance. Midwest. Box 296P, BROADCASTING.

Announcer or salesman with first ticket. Will train ambitious beginner in hard working station in Michigan. Send tape, picture and resume. Box 298P, BROADCASTING.

Wanted: An experienced "morning man", who doesn't rely on tricks or stunts, to do a steady, service type show. Not a "top 40" operation. Must read with intelligence and have an easy to take personality. New England. Box 343P, BROADCASTING.

Announcer-dj. Must have good knowledge of standard and pop good music. No r&r, r&b, c&w or top 40. Must have mature voice and delivery for solid air salesmanship. Program own show, some news. Daytimes, 1 kw, serving metropolitan market in north-central Kentucky. Send resume, tape, and recent photo. State previous earnings. Box 350P, BROADCASTING.

All night dj, first phone. No maintenance. 36-hour week. 5 kw, eastern market. Send tape and salary required. Immediate work. Box 403P, BROADCASTING.

Immediate opening in the Carolinas for young man with good voice, good commercial delivery, and ability to handle news, sports, and outside the station interviews. Position is permanent and offers advancement. Box 412P, BROADCASTING.

Daytime independent has announcer opening. Send resume, tape, photograph, references to Box 606, Show Low, Arizona.

Experienced combination c&w disc jockey and time salesman. Approximately 20 hours mike work weekly. Hottest 5000 watt full time western facility in southwest. Excellent starting salary commensurate ability for air personality and 15% on sales with no limit on earnings. Don't apply unless you are capable and desire to earn $7,000.00 to $10,000.00 yearly. Fall season is ripe for big pickings. Send tape and resume to Smokey Joe Barnes, Manager, KAMQ, P.O. Drawer 2828, Amarillo, Texas.

Help Wanted—(Cont'd)

Announcers

Sports and general announcer to work complete high-school season. Set up lines, feeds, schedules. Also work Squaw Valley winter olympics. Phone or write Churney, KHOE, Truckee, California.

Good, fast paced dj for top music station in midwest area. Send tape, picture and resume to Bob Pool, KLTR, Blackwell, Oklahoma.

Staff announcer for good pop music station, 40-hour week, with insurance and hospitalization paid. Starting salary $90.00 per week. Must have broadcast experience. K-PEL, P.O. Box 855, Lafayette, Louisiana.

Combo-staff announcer with first class ticket. No maintenance. Contact G. C. Packard, KTRC, Sante Fe, New Mexico.

New Mexico five kilowatter needs morning man for music and news format. Send tape, salary requirements and resume to KWEW, Box 787, Hobbs, New Mexico.

Immediate opening for young, aggressive announcer. We program to adults. No r&r, c&w. Good salary, benefits, opportunities to right man. Send photo, tape, resume to Jim Holston, WANE Radio, Fort Wayne, Indiana.

Williamsburg, Virginia new station needs young announcer. Experience preferred. Unlimited advancement possibilities with new multi-ownership company. Personal interview necessary. Write WBCI, Box 2376, Williamsburg, Virginia.

Wanted—Experienced announcer for 5,000 watter. Must be able to cover local news beat, and do play-by-play sports. Ideal working conditions in one of North Carolina's leading independents. Send complete resume and returnable tape to Greeley N. Hilton, Manager, WBUY, Lexington, N.C.

Announcer-1st phone for new small town fm operation. Immediate. WFAW, Fort Atkinson, Wisconsin.

Wanted—Disc jockey who is strong on news for top station in leading southeastern market. Salary open. Send tape, resume and photo to Lou Morton, WGST, Atlanta, Georgia.

Radio station needs announcer and announcer-copywriter. This is a progressive Michigan 5 kilowatter. State age, salary, qualifications. Enclose tape and picture. Only adult prestige programming. WJBL, P.O. Box 808, Holland, Michigan.

First phone announcer wanted immediately for NBC outlet. No maintenance. Emphasis on announcing. Call Claude White, WJMA, Orange, Virginia, 7263.

Announcer, young, ambitious, looking for a future with growing small station chain who has strong, fast moving, pop personality. Must be able to handle record library and to write copy. WKUL, Cullman, Alabama.

Announcer wanted with first phone, and top forty operation experience for number one night time show at WLOF, Orlando, Florida. Immediate position, top money if you are the right man. Rush tape and background resume to WLOF, Orlando, Florida.

Announcer, WREB, Holyoke, Mass. Send tape and resume.

Help Wanted—(Cont'd)

Announcers

Combo man needed September 15th. Daytime-500 watt on air 2 years. New RCA equipment. Excellent working and living conditions. WNBP, Newburyport, Mass. Joe Mathers, General Manager.

Wanted! An announcer looking for a top calibre community station. New modern air-conditioned facilities. Outstanding hunting, fishing and boating area. Rush tape and resume or phone WPNC, Plymouth, North Carolina. SWan 3-4104.

Immediately, announcer previous station experience. WVOS, Liberty, New York.

Fine opportunity for a good announcer who can sell. Will pay one of the top salaries in this area for a good man, plus lucrative commission. E. H. Whitehead, Rusk, Texas.

Technical

Immediate opening for hard-working chief engineer in large midwestern city. Age 25-40. New equipment. 5000 watts. Fulltime. No fancy engineering job, but good for right man. $150 to start, with increases in 3 months. Box 318P, BROADCASTING.

Need chief engineer. 24 hour 250 am, new equipment, primarily preventive maintenance, and install 1 kw fm. Target December. You are am-fm boss and department head, permanent job, new building soon. We're growing! Reply urgent. Bob Barber, KTOP, Topeka, Kansas.

Announcer with first class license to work daytime shift; $90 per week. WOOF, Dothan, Alabama.

Experienced first-class engineer for daytime kilowatt; mostly maintenance and a little light board work; phone Magnolia, Ark. CE 4-5862, Bill Bigley, General Manager.

Experienced first-class engineer for daytime stations in New York metropolitan area. Must be adept at board and capable of some maintenance. Write Ernest Machanic, Chief Engineer, Herald Tribune Radio Network, 440 Lexington Ave., Mt. Kisco, N.Y.

Production—Programming, Others

Graduate home economist with broad foods background to prepare script for daily fifteen minute radio program of general interest to homemakers. Job includes testing of receipes in ultra modern kitchen, contact with radio stations and food representatives. Sound judgment and maturity essential for this position. Write: Box 365P, BROADCASTING.

Copy-promotion director for station within hundred miles New York City. Send background, sample copy Box 368P, BROADCASTING.

Upper midwest station in market of 50,000, desires a shirt sleeve editor. The man we are looking for is mature, an experienced broadcaster with a news background and an authoritative delivery. His prime duties will be editorial development and public relations in a closely knit community. Address inquiries with audition tape containing sample of writing as well as delivery. Enclose resume of background and experience. Box 409P, BROADCASTING.

Permanent position in the Carolinas for combination news and program director with station preparing to increase its news format. Job must be filled by a station man who is willing to work. Box 413P, BROADCASTING.

News director: Must be authoritative, capable on-the-air man with propensity for hard work. Present news director assuming new responsibilities with us. Send tape, photo or kine, and salary requirements to Redd Gardner, General Manager, KCRG Stations, Cedar Rapids, Iowa.

Experienced copywriter, man or girl. Send complete application to Lloyd D. Loers, KGLO, Mason City, Iowa.

Help Wanted—(Cont'd)

Production-Programming, Others

Top-flight news man to replace news man moving up. Must write and air local news. Should be mature in judgment to handle editorials. Immediate opening, fringe benefits, salary open. Contact Don Dean, WABJ, Adrian, Michigan.

Immediate opening for young woman . . . in radio traffic with opportunity for lucrative air work. Home economics background advantageous. Send photo, resume and tape audition to WFDF, Flint, Michigan.

Copywriter, male or female. Will train inexperienced person if qualified and ambitious. Opportunity to announce, sell, program. Write fully. WHIT, New Bern, N.C.

Radio newsman, experienced, to gather, write and broadcast news. Send personal data, experience, references, audition to: Larry Payne, WPON, Pontiac, Michigan.

Newswriter—To gather and prepare local newscasts. Some experience preferred. Immediate opening. Call for interview. WSTC, Stamford, Conn.

Gal qualified for traffic manager job. Must also write copy, be receptionist, and take a little dictation. Will pay well. Enclose snapshot with letter to Art Tacker, WTYM, Box 898, Springfield, Mass.

RADIO

Situations Wanted—Management

Aggressive broadcast executive with 18 years experience now available. Experience includes 13 years as working sales manager, and general manager in radio and television in medium and metropolitan markets. Extremely able, capable, best references, married, college graduate, age 43. Confidential. Box 955M, BROADCASTING.

General/sales manager, successful in present position, seeks greater challenge and opportunity in medium market. Box 999M, BROADCASTING.

Impeccable references 17 years (1½ sales) broadcasting; authenticated ability, aggressiveness. General manager; assistant; sales. Marginal operation needing stimulant only. Box 199P, BROADCASTING.

Absentee owners: Versatile couple available relocation station management. Offer thirty-five years combined experience, ideas and ability to build—profit and community good will at minimum expense. Excellent in sales and production. First phone. Box 209P, BROADCASTING.

Give me a chance! 10 years experience. Announcer, program director-sales-copy. Ready for management. Desire small station on guarantee plus percentage. Let me prove it! Let's talk business. Box 276P, BROADCASTING.

8 years manager experience, strong sales, knows modern radio now available. Proven profit maker. Prefer west. Write Box 320P, BROADCASTING.

Manager/sales manager—Young, aggressive family man. 12 years radio background. Currently sales manager west coast station. Want better opportunity. West coast replies only. Box 340P, BROADCASTING.

15 years all phases radio-tv. Would like to manage your station. Complete information on request. Box 362P, BROADCASTING.

Mature station manager. Years of proven experience. Can manage entire operation and sell. Box 369P, BROADCASTING.

Owner-operators highly recommend former manager. He greatly increased billing. Looking for a good, conscience radio man? Let us tell you about him. Box 373P, BROADCASTING.

Manager - management experience. Now sales manager. Will relocate as full-fledge manager only. West coast and western states replies only considered. Young, solid family man. Box 381P, BROADCASTING.

Ready to invest as station manager in small midwestern town only. Box 406P, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Addressing station owner of facility in pleasant living, small or medium community considering working manager-heavy on sales. Energetic sales producer, experienced all phases, persuasive adaptable salesman, cost conscious administrator, good personnel relationships, excellent broadcaster, handle all details station operation, create, execute, saleable ideas, stations interest foremost. Married, early 30's. Presently sales manager, 5 years highly competitive multi-station market. Let me hear from you. Box 377P, BROADCASTING.

Experienced manager. Proven on sales, promotion programming. Available immediately. Arne G. Peterson, 2410 State, Salem, Oregon.

Sales

Salesman-engineer with first phone. Capable, hard worker. Salary and commission basis. Box 370P, BROADCASTING.

Top announcer with license wants to sell, too. Minimum $110. Denver-west. Available October, Box 384P, BROADCASTING.

Attention station managers in Arizona: Salesman with proven sales record available in six or eight weeks. Must move on doctor's advice due to son's asthmatic condition. Presently employed. Write Box 698, Morganton, N.C.

Announcers

Sports announcer, seven years background play-by-play. Top references. Box 848M, BROADCASTING.

California: Here's your man! Announcer-program director-copy. 10 years experience. Box 274P, BROADCASTING.

Announcer-program director-copy. 10 years experience. Desires larger market in adult programming station. Box 275P, BROADCASTING.

Announcer: Massachusetts resident. College, radio school graduate. Operate board, single, veteran. Tape, resume available. Box 342P, BROADCASTING.

Young, experienced announcer. Strong dj, news, play-by-play all sports. Available immediately. Box 346P, BROADCASTING.

Staff announcer, graduate professional broadcasting school, dependable, experienced, married, 24, seeking permanent position. Box 347P, BROADCASTING.

Anything, short of murder, to get into radio. Operate board, south. Box 353P, BROADCASTING.

Negro announcer desires permanent staff position. Opportunity knocks but once, here's yours. Versatile, sober, reliable. Some Chicago radio and tv. Best references. Box 354P, BROADCASTING.

Northeast announcer with experience, and broadcasting school graduate, operate board. Box 356P, BROADCASTING.

7 years in broadcasting—now in tv production want back in announcing. No r&r, tops on news or easy music. Prefer west, southwest. Box 361P, BROADCASTING.

Negro personality-dj with ability, deep resonant voice. Professionally trained in all phases of broadcasting. Seeking chance to prove his worth in small station. Can operate board. Married, veteran. Will travel. Tape on request. Box 366P, BROADCASTING.

Combo with first class ticket. Capable technician. Versatile announcer. $100 week minimum. Box 371P, BROADCASTING.

Announcer: 5 years experience. References. Sober. Gathering and writing news, copy, dj, traffic, programming. Would like good market under permanent conditions. Box 379P, BROADCASTING.

Experienced announcer-music-news-sports, sales, play-by-play football, basketball. Married. Veteran, available immediately. Box 380P, BROADCASTING.

Announcer-dj. 1½ years experience. 21 years old. 3 years college. Very dependable. Have swinging mike, will travel. Top 40 stations preferred. Box 382P, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Outstanding announcer, capable, convincing, 3 years experience commercials, news, dj, sports, tv shorts, tops in all kinds of music—operates own board—age 26, prefers midwest, immediately available. Box 383P, BROADCASTING.

Announcer-dj. Good music record. Currently CBS affiliate. 12 years in profession. Prefer Florida. Box 390P, BROADCASTING.

Wish to leave wintry Wisconsin for warm, arid area. Easy-to-listen-to, middle of the road music. Four years experience announcing. 26 years old. Salary requirements: $100.00. Box 396P, BROADCASTING.

Announcer, 1st phone, available immediately. No maintenance, $85, no car. Box 398P, BROADCASTING.

Fast paced dj, 5 years experience, knows music, family. Box 399P, BROADCASTING.

Personality dj—Good ratings in market over one million with medium station. Four years experience. College grad. Will go Storz or format. No hurry. Box 402P, BROADCASTING.

Young, experienced, hard working announcer looking for a job. You name it. I'll do it. Box 404P, BROADCASTING

Announcer-dj. Looking for start in radio—will take first offer (if any). Box 407P, BROADCASTING.

Announcer, newsman, six years experience, first phone, good voice and delivery, cooperative, tape. Box 410P, BROADCASTING.

Humor, creativeness, intelligence! College graduate, UCLA; degree in theatre arts, radio-tv; age 23. Just out of Navy. Desire position as dj or what-have-you? In radio or tv. Comedy is my forte. Good understanding of all types of music and sports. Have done many shows through high school and college. Very much at ease with live audience; could do record-hops. Realize I need experience; therefore, experience takes priority, salary secondary. Joel Matus, 1317 Lincoln, Santa Monica, California.

Announcer—Wants job, eight years experience. Available November 1, 1959. Stuard Lesley Pack, Box 621, St. Paul, Virginia.

Experienced commercial announcer and (or) dj. 24 years old. 1½ years radio and tv experience. Draft exempt, good knowledge of music, excellent board operator, and capable of your format. Best references. Prefer midwest but will consider all replies. $100 minimum. Best offer accepted. Dave Reaban, 3206 N. Prince, Clovis, N.M., PO 3-5804.

Technical

Chief engineer—5 kw am da-high power fm. Remote control - installation - maintenance. Prefer chief 1 kw or staff job large station. Best references. Box 229P, BROADCASTING.

Experienced engineer. 7 years am, some tv, chief, remote control, and 5 kw directional system. Prefer south, will consider other offers. Box 316P, BROADCASTING.

Engineer, eighteen years in electronics, including twelve years am-fm. Single, sober, salary is open. References available. Box 341P, BROADCASTING.

Three years am chief, 2½ fm maintenance, 8 years combo. Light announcing, if any. Family man, best references. Midwest. Box 363P, BROADCASTING.

Chief engineer. Experienced. Installation and maintenance. Fine background. Top salary required. Box 372P, BROADCASTING.

First phone engineer. 12 years experience, 2½ years as chief. 250 through 5000 watts including directionals. Particularly interested west or south-west. Presently employed. Box 374P, BROADCASTING.

Chief engineer, 5 years experience. strong on maintenance and construction. Have had experience with directional antennas and powers to 5 kw. No announcing. Desire to locate within 400 miles of Washington, D.C. Box 385P, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Chief engineer-or-staff. Ten years radio, experienced to 5 kw. Will relocate anywhere for job with good future. Available immediately. Box 394P, BROADCASTING.

Have reached top salary as chief engineer-assistant manager in this market. Desire advancement. Nine years radio experience. Married family man. Box 395P, BROADCASTING.

1st phone, light announcing, board, maintenance, some tv. Non-driver. Would even homestead in Texas. Box 405P, BROADCASTING.

Conscientious chief engineer. Experienced in maintenance of transmitter, studio, remote and directional equipment. Midwest preferred. Box 411P, BROADCASTING.

Engineer available, first phone, will work combo. Experienced. Call Bill Cordell, Radio Station WRIM, phone 682 or 683 Pahokee, Florida.

Chief engineer, good salesman and capable announcer, desires permanent position. Presently employed as manager and chief. 6 years experience, both directional and construction. Would like job with opportunity for future management. Call "Engineer" Toledo, TW 3-3245 or write Box 125, Maumee, Ohio.

Production-Programming, Others

Quality small market station has women's editor ready for larger market. Maintains rating of 10 plus in three station market. Excellent appearance, background, experience. Strong sponsor loyalty, top billings, excellent voice and friendly air approach. Would consider radio, tv or both. Box 263P, BROADCASTING.

Quality-quantity newsman. Florida stations, radio-tv. Capable director, now in Florida. Full details. Box 358P, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Production - programming - management experience. Currently sales management. Wish to re-locate permanently as production or program man, good operation. Early thirties, family man. Top announcing voice for dj, commercials, ad lib, play-by-play, etc. Returning to first love in radio—reason for anticipated change. Could participate sales if desired. Solid all-around, reliable radio man. Personal interview desired. Prefer replies from California, or western states. Employed California now. Box 378P, BROADCASTING.

Program director—11 years all phases programming. 30, married, production minded. Presently assistant program director. Best references. Consider good morning spot or tv news. $8000. Box 389P, BROADCASTING.

Writer-announcer: Six years radio experience writing and announcing, plus four years experience as agency writer. Desires to join radio or radio-tv staff. Box 401P, BROADCASTING.

Program director available September 15th. 10 years radio production, programming both networks and independents. Give me a liberal hand with programming and supervision of production personal in return for top ratings. Want quality station with tight production standards in medium to large market. Will consider small market station management Wayne Harris, Box 391, Canton, North Carolina.

TELEVISION

Help Wanted—Management

Wanted: Topflight television station manager-salesman. Must be able to promote and sell on local and regional level—southern city of 50,000. Market area 500,000—salary open. Prefer family man, 30 to 45. Must have proven background to be considered. Apply Box 329P, BROADCASTING.

SALES REPRESENTATIVES

RCA Broadcast Studio Systems

Excellent sales positions are open at RCA to men with experience in Broadcast Studio Systems and their applications.

As an RCA Sales Representative, you will work directly with radio stations, TV stations and recording studios. Systems can include TV installations, (either black and white, or color), AM-FM, Hi-Fi and stereo audio equipment, terminal equipment, mobile or closed circuit systems. Listed among components are the latest RCA cameras, mikes, consoles, audio and video tapes, loudspeakers, projectors, amplifiers, transmitters, multiplexors, etc.

If you are a professional salesman interested in exercising your ingenuity as well as your systems and applications knowledge to best advantage, don't delay in finding out how this position with RCA can boost your selling career to new heights.

FOR AN APPOINTMENT WITH SALES MANAGEMENT

Please send resume to:

Mr. W. W. Ingham, Dept. ZC-14HB
Professional Placement
RCA, Bldg. 10-1
Camden 2, N. J.

RADIO CORPORATION OF AMERICA

Industrial Electronic Products

Help Wanted—(Cont'd)

Sales

Sales manager for N.W. 200,000 watt vhf CBS station in single station university town of 40,000. Must supervise 2 or 3 sales people, and handle major house accounts. Send photo, references, etc. to Box 348P, BROADCASTING.

Experienced tv salesman in large vhf market. An excellent opportunity. A very good salary to get you started with present accounts, 10% commission on all sales plus many fringe benefits. Send complete resume and photo to Martin Glaimo, General Sales Manager, WILX-TV, Channel 10, 236 West Michigan Avenue, Jackson, Mich.

Opportunity knocks. Texas vhf seeks local commercial manager. If you can sell local accounts, we'll pay you top money. Start and provide unique opportunity for increased earnings in growing market. Will consider man with agency background. Send full details in first letter. All replies confidential. Box 414P, BROADCASTING.

Announcers

Experienced staff announcer with good sports background. Permanent position. NBC Basic station, central Michigan. Send full information to Box 279P, BROADCASTING.

VHF all networks needs all-around tv announcer for on-camera commercial news, mc, etc. Prefer background in secondary market tv. Opportunity to advance in production and directing. Top radio man without tv experience could qualify. Must be 20-30 years of age. Send letter with full background, tape and snapshot. Apply Marshall Pengra, KLTV, channel 7, Tyler, Texas.

Technical

Wanted: Chief engineer for new uhf southwestern educational station. Prefer man with RCA studio and transmitter experience. Months vacation with pay plus chance for advancement. Box 307P, BROADCASTING.

Have opening tv studio maintenance, some operation. All Dumont equipment and Ampex video tape. Right man will be sent to Ampex school. Contact me. Box 355P, BROADCASTING.

Wanted: (2) Studios and/or transmitter engineers. Thriving southwestern city. Must have first phone and good technical background. Reply in full with references to Box 376P, BROADCASTING.

Wanted first class licensed engineer tv studio-transmitter. Experience desirable but not necessary. Immediate opening KHOL-TV, Holdrege, Nebraska. Phone W. M. Greeley, WYman 5-5952.

TV engineer—Leading vhf has opening for transmitter operator with first class license. Actual tv experience not required. Prefer young man with fundamental knowledge and aptitude who can learn quickly under proper supervision. WSAV-TV, Savannah, Georgia.

Gulf coast vhf studio engineers needed, prefer some maintenance experience. Salary open. Also 1st phone, no experience for transmitter. J. Smith, Box 840, Corpus Christi, Texas.

Production—Programming, Others

TV writer who writes copy that sells. Send photo, samples, resume and salary requirements to Paul Carter, Creative Director, KCRG-TV, Cedar Rapids, Iowa.

TELEVISION

Situations Wanted—Management

Station manager, r/tv. Capable, programming and sales. Proven record. Box 180P, BROADCASTING.

Production—operations manager, 10 years in commercial network tv in major eastern market. Reference and resume on request. Box 254P, BROADCASTING.

Situations Wanted—(Cont'd)

Management

General manager, tv, eight years in sales, good programming knowledge. Presently commercial manager ready to move up. Box 364P, BROADCASTING.

Sales

11 years tv sales and management experience. 7 years top sales New York office major tv station representative. 3 years sales New York tv station. Tripled national billing in one year as sales manager major midwest market. Desire sales with N.Y. office of tv representative company. Have returned east for this purpose. Salary secondary consideration to opportunity. Know most advertising agencies. Most agencies know me. Experienced, sober, hard-working man, married with 2 children, will increase your station's sales. Write Box 397P, BROADCASTING.

Announcers

Announcer—Experienced. Also writer-production-sales. Industrious, enthusiastic. Draft exempt. Box 375P, BROADCASTING.

Technical

Television studio technician, 1st phone. Presently employed, 4 years in radio—trained in television. Box 344P, BROADCASTING.

Studio engineer, 2 years experience, 1st ticket, presently employed, desires position in tv or allied fields in N.Y.C. area. Box 408P, BROADCASTING.

Production-Programming, Others

Talented tv announcer-director-personality. Six years tv. Am artist-cartoonist with successful record in children's and weather shows. Good on news-interviews. College grad. Box 191P, BROADCASTING.

I have ideas, enthusiasm, and interest if you have an opening. Presently program director, small-medium market. Will step back for chance to advance. Box 285P, BROADCASTING.

Production manager-producer-director with 10 years in tv desires to relocate. Experience in every phase of television. Box 324P, BROADCASTING.

Northwestern University radio-tv graduate with experience in writing, producing, announcing, and directing, desires initial full-time opportunity in tv production. Age 24—veteran—references. Box 345P, BROADCASTING.

TV-director or director announcer. 7 years experience in major markets. Top references, complete background, including video tape. Box 360P, BROADCASTING.

Experienced director, announcer, newsman, cameraman, photographer, copywriter. Now employed as production manager in small market with no future. Desire to relocate in larger market with future. Some college, married, veteran, highest references. Box 386P, BROADCASTING.

Due to station going black on 4 September, we have the following personnel seeking employment: One program director; combination announcer - production man; personality-director and copy-writer (husband-wife). All are of top quality and will relocate. If you can place one or all, write, wire, or phone WBPZ-TV, 132½ Main Street, Lock Haven, Penna.

Experienced television director-producer desires employment with progressive station. Married, veteran, 26. College education plus television schooling at New York University. Full knowledge of tv operation's. Best references. Available immediately. Write H. G. Michelson, 198 North Crest Road, Chattanooga, Tennessee.

FOR SALE

Equipment

Windcharger #300 galvanized 190 foot am-fm tower, 35 foot pylon, beacon, obstruction lights. Box 238P, BROADCASTING.

235 ft. Truscon self-supporting tower; perfect condition. Make offer. W-CAR, Detroit, 500 Temple Avenue, Detroit 1, Michigan. TE 3-8100. Mr. Cook.

FOR SALE

Equipment—(Cont'd)

Custom build mobile studio. Used only 6 months. 20½ feet long; 7½ feet wide; 11½ feet high; weight 4000 pounds. Fully insulated; double glass studio room with acoustic tile; heated. Gates console and two turntables; PA with all-weather outside horns; fully wired for mikes, lights, telephone line, external 110-volt-AC. Complete for on-the-air use, except microphones. Price is fob Rochester, New York. Wire or write General Manager, WHAM.

Weather warning receivers for Conelrad and Disaster Weather Warnings Air Alert II—$46.50, Air Alert I—$89.50. Miratel, Inc., 1082 Dionne St., St. Paul 13, Minn.

FM, am, tv transmitters, studio consoles cameras, everything in broadcast equipment. Urgently want 250w-10kw fm, am, tv, etc. Call Mr. Charol, Technical Systems Corp., 12-01 43rd Ave., Long Island City, N.Y.

400 foot model H-40 Blaw-Knox self-supporting tower. Excellent condition, will support 12 bay-super turnstile tv antenna. Call or write Tower Maintenance Co., Inc., 410-7th Ave., N.E., Glenburnie, Maryland. Phone Southfield 6-0766.

3-bay, Channel 2 antenna, RCA TF-3EL, completely assembled, feed lines and accessories. 10kw Diplexer, 12.5kw visual side band filter. Brand new. Used 4 weeks while moving main antenna. Cost $20,957. On ground ready to move. Make offer fob Buffalo, New York. Transcontinent Television Corporation, Karl B. Hoffman, 70 Niagara Street, Buffalo 2, New York. MOhawk 2300.

WANTED TO BUY

Stations

Three qualified broadcasters seek ownership opportunity. Interested in Penna., Ohio, Indiana, Michigan area. Substantial down payment with terms. No brokers. All replies confidential. Box 321P, BROADCASTING.

Topflight manager-salesman with first phone wants to buy part interest in radio station in Oklahoma, Kansas, Missouri, Arkansas or Colorado. Box 392P, BROADCASTING.

Experienced group wants to buy station priced up to $75,000 and located within 250 miles of North Alabama. Box 393P, BROADCASTING.

We believe Chapman Company can save you time, effort, and money in the sale of your station. A single meeting will outline this for you. Give us a call and "we'll come running." You will be under no obligation. You will then have additional information on which to plan the future. Chapman Company, telephone TR 4-7821, or write, 1182 West Peachtree, Atlanta 9, Georgia.

Our client interested in investing in radio stations or allied field. Strictest confidence assured. Harris, Kerr, Forster & Company. Att: L. J. Reade, 18 East 48th Street, New York 17, N.Y., PL 5-7870.

Local southwest station. Please advise price and terms. All prices held confidential. Cecil White, 3209 Canton Street, Dallas, Texas.

Equipment

Wanted—complete 1 kilowatt uhf station equipment for satellite operation. Send details to Box 391P, BROADCASTING.

TV mobile unit, partially or wholly equipped. Phone: Washington, D.C., COlumbia 5-4734.

Wanted to buy or rent: Federal field intensity meter with high frequency loops. P.O. Box 1479, telephone LIncoln 9-1589, Missoula, Montana.

UHF studio-transmitter equipment for new tv station—all items. WFAR, Sharon, Pa.

Audio console—used console or consolette in good condition, WNNJ, Newton, New Jersey.

INSTRUCTIONS

F.C.C. first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City, and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting Sept. 2, Oct. 28, 1959, January 6, March 2, 1960. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

FCC license in six weeks. Resident classes September 28, November 16, January 18. Guaranteed personal instruction by Waldo Brazil, Pathfinder Radio Service, 510 16th St., Oakland, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

MISCELLANEOUS

Funnyphone-modern radio's new and successful fun game! Promotes station and dj. 13 entertaining weeks (5 days per week) of instantaneous audience reaction. Complete package of 650 clever Funnyphone questions and answers; formats; teasers; promos, $100. If purchased weekly, $10 per week. Funnyphone, Box 388P, BROADCASTING.

The office of the United States Attorney, St. Louis, is attempting to locate Leonard Phillip Frankel also known as Leonard Fox. Mr. Frankel is a witness in a case set for September 14, 1959 at St. Louis, Missouri. All persons having information concerning the whereabouts of Mr. Frankel should write Mr. Robert E. Brauer, Assistant U.S. Attorney, St. Louis, Missouri. All correspondence is confidential.

Custom radio spots. No jingles. M-J Productions, 2899 Templeton Road, Columbus, Ohio.

Top Washington news stories covered $3/phone call collect. Special assignments invited. Call LI. 4-0450 any hour or write, wire Sam Smith, 125 Fifth St., N.E., Washington, D.C.

RADIO

Help Wanted—Management

MANAGER FOR STATION
Top 100 Markets

Outstanding opportunity for person with administrative ability, strong on sales and promotional ideas, willing to work toward his own and station's future. Experience necessary in both AM and FM. Excellent salary plus extraordinary incentive plan. Send photo, complete resume first letter. Replies strictly confidential.

Box 357P, BROADCASTING

Dollar for Dollar

you can't beat a classified ad in getting top-flight personnel

Help Wanted—(Cont'd)

Sales

Live in Fabulous Orange County
Regional Sales Manager Position Open Now
Great opportunity for right man. Send full resume to Ben Paschall. Radio KWIZ, Santa Ana, California.

WANTED—PERSONNEL

Multiple station group needs salesmen, engineers, combo men, announcers, news men for new independent located in Brazil, Indiana. Not a top 40 operation. Apply to Dennis J. Keller, WITZ, Jasper, Ind.

CCA EXPANDING SALES EXECUTIVES NEEDED

In our policy of providing more, better and closer superivsion and service to our clients, we are always looking for more sales executives.

30-45 years old, good appearance, car, willing to relocate and travel five days a week. "Stand Up Type" salesman, personable, forceful, experienced.

This is $15-20,000, first year—draw plus commission and incentive bonus.

Complete resume; current income, pics and section of the country in which you are interested—first letter. No "floaters" or "crew deal operators" considered.

Openings with headquarters in Boston, Philadelphia, Pittsburgh, Birmingham, Louisville, Little Rock, Omaha, Denver and Los Angeles areas will be filled in October and November. Preference given broadcasters from general area.

BOYD W. LAWLOR
GENERAL SALES MANAGER
COMMUNITY CLUB SERVICES, INC.
20 East 46 Street
New York 17, N.Y.

Announcers

LEADING MUSIC STATION

In major midwest market needs two jockeys. Send tape, resume and photo. Salary open.

Box 415P, BROADCASTING

Help Wanted—(Cont'd)

Technical

STUDIO ENGINEERS

For design, test, and field engineering. Rapidly expanding progressive company. All benefits, PLUS rapid advancement for qualified engineers.

Foto-Video Laboratories, Inc.
CE 9-6100 Cedar Grove, New Jersey

TELEVISION

Situations Wanted

Production-Programming, Others

TV NEWS DIRECTOR

Currently supervising News Department in large 3 station market desires change. Excellent on-camera presentation is highest rated newscast in area. 15-years experience in radio and TV provides the know-how and where-to in directing aggressive, successful news operation.

Box 359P, BROADCASTING

Help Wanted

Production—Programming, Others

PROGRAM DIRECTOR NEEDED
by WFMY-TV
Greensboro, No. Car.

If you are experienced as a program director or operations manager . . .

If you have administrative ability and can supervise a big department . . .

If you know programming at the local level . . .

If you know film purchasing . . .

If you are truly creative . . .

If you have sound, mature Judgment . . .

We have an excellent opportunity for you . . .

We have one of the top markets in the southeast . . .

We have a 10-year-old CBS station with fine equipment in new million dollar plant . . .

We have a competent staff . . .

We have good salary for this market . . .

What are your requirements?

Our program director of nine years is going into fulltime church work. Would like to replace him by October 15.

If *you* think you are the man of ability and character we want, write Gaines Kelley, General Manager, WFMY-TV, with complete information on your background and experience. Send photo.

If *we* think you are that man, we will arrange personal interview.

All applications confidential.

Help Wanted—(Cont'd)

Production-Programming, Others

WANTED
CRACK NEWSMAN

Top-flight reporter, writer, on-air personality to join quality TV news staff. Send kine, other evidence, or bring lively body to Bruce Palmer, News Director, KWTV, Oklahoma City.

FOR SALE

Equipment

VIDEO MONITORS

Closed Circuit and Broadcast. See Foto-Video Laboratories' ad today on Page 97.

WANTED TO BUY

Stations

WANT TO BUY IMMEDIATELY RADIO

1. Community station now doing $100,000.00 gross this year. Must have three year history of no less than $75,000 per annum.
2. Metropolitan station now doing 180 to $200,000.00 per annum. Must have three year history of no less than $120,000.00 annually.

(Note: Will consider "top 40" operations with substantial growth pattern. We are not interested in "Fad" stations currently riding the crest of popularity.)

BROKERS REPLIES INVITED

We will consider any market. Location is unimportant. Send P&L sheet and monthly expense breakdown to:

PRESIDENT
RADIO INVESTMENT CORPORATION
6301 West 44th Avenue
Denver 12, Colorado

Your reply will be treated with strictest confidence.

Equipment

WANTED TO BUY

Remote equipment for TV broadcasting mobile unit. Phone Washington, D.C. AD 4-0700—Ext. 101-A.

STATIONS
FOR SALE

PACIFIC NORTHWEST REGIONAL SPORTSMAN PARADISE

Old established 5,000 watt full-time station in desirable market. Excellent Real Estate included in price of $175,000. $50,000 down with balance over 15 years.

Box 400P, BROADCASTING

Fla.	Single	500w	$50M	Terms
N.Y.	Single	1kw-D	90M	Cash
S.C.	Single	1kw-D	48M	Terms
Fla.	Small	5kw-D	115M	Terms
Wash.	Small	1kw-D	95M	Terms
Pa.	Second	1kw-D	100M	Terms
N.C.	Second	250w	78M	Terms
Cal.	Second	500w	175M	Terms
Tenn.	Medium	250w-F	85M	Terms
La.	Medium	1kw-F	158M	Terms
Ky.	Medium	1kw-F	175M	Terms
Mich.	Medium	1kw-F	250M	Terms
Miss.	Metro	1kw-D	98M	Terms
N.E.	Monop.	250w	135M	Terms
Rocky	Metro	10kw	235M	Terms
Fla.	Large	250w-D	250M	Terms
S.E.	Major	5kw-D	225M	Terms
S.W.	Small	AM-TV	275M	Terms
S.E.	Small	VHF-TV	450M	Terms

And others.

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta
Chicago
New York
San Francisco

Please address:
1182 W. Peachtree
Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

STATIONS FOR SALE

Ours is a personal service, designed to fit your finances, your qualifications and your needs.
If you are in the market for either an AM, FM or TV station anywhere in the country be sure to contact us at once.
JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HOllywood 4-7279

Continued from Page 104

WAEL Mayaguez, P.R.—Granted cp to replace expired permit which authorized change ant.-trans. location.

KVOG-TV Ogden, Utah—Granted mod. of cp to change ERP to vis. 24.5 kw, aur. 12.3 kw, change trans. location, type ant. and other equipment changes and ant. height to 750 ft.

KCHY Cheyenne, Wyo.—Granted mod. of cp to change ant.-trans. location, studio location and install new trans.; remote control permitted.

WFAA-FM Dallas, Tex.—Granted mod. of cp to decrease ERP to 23.5 kw, increase ant. height to 1,680 ft., change trans. location and install new type trans.

Following stations were granted extension of completion date as shown: KDAD Weed, Calif. to Jan. 1, 1960; KANT-FM Lancaster, Calif. to Feb. 1, 1960; KPOD Crescent City, Calif. to Nov. 17; KSFV (FM) San Fernando, Calif. to Nov. 3; WPLM Plymouth, Mass. to Jan. 7, 1960; KEYL Long Prairie, Minn. to Sept. 15; WDVL Vineland, N.J. to Sept. 30, and KSTH St. Helens, Ore. to Dec. 31.

KBRI Brinkley, Ark. — Remote control permitted.

Actions of August 18

KLTF Little Falls, Minn. — Granted involuntary assignment of license to **John H. Lemme**, individually and as administrator of the estate of **Oscar Lemme**, deceased.

WSPB Sarasota, Fla.—Granted assignment of license to **WSPB Bcstg. Inc.**

K70BI, K76AP Big Lake, Tex.—Granted licenses for tv translator stations.

KJEO (TV) Fresno, Calif.—Granted cp to replace expired permit which authorized change in ERP, type trans. and ant. system.

K76AP, K70BI Big Lake, Tex.—Granted mod. of cps to change ERP from 117 w to 101 w, ant. system and change in trans. line.

WCTV (TV) Thomasville, Ga. — Granted mod. of cp to make changes in ant. system and change ant. height to 1,028 ft.

WEMB Erwin, Tenn.—Granted mod. of cp to install new trans.

WFMM-FM Baltimore, Md. — Granted mod. of cp to increase ERP to 19.5 kw, decrease ant. height to 510 ft., and change ant. and trans.; remote control permitted.

KXRQ (FM) Sacramento, Calif.—Granted mod. of cp to install new type trans. and make changes in ant. system; remote control permitted.

WCRB-FM Waltham, Mass. — Granted mod. of cp to decrease ERP to 3.3 kw, increase ant. height to 920 ft., change trans. location, install new trans. and new ant.; remote control permitted.

WDAC (FM) Lancaster, Pa. — Granted

Miscellaneous

Media Investments Company
6381 Hollywood Blvd.
Los Angeles 28, Calif.
Specializes in serving the general financial needs, buying and selling of stock, floating issues for purchase or expansion of radio and TV businesses.

LOVELY DOGWOOD TREES:

Finest of native trees is Cornus Florida—(White Flowering Dogwood). Cover your property with them at this fantastic price: 3 to 4 feet; 25 for $20.00; 100 for $65.00, 200 for $110.00.

ORNAMENTAL EVERGREENS:

Canadian Hemlock, Rhododendron Maximum, and Mountain Laurel. 2 to 3 ft. 25 for $20.00, 100 for $65.00, 200 for $110.00. Limited Offer. So **RUSH** your order **TODAY**. Will make shipment when same is wanted.

W. R. McGuire
Milligan College, Tenn.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through August 26

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new station
AM	3,347	54	113	712
FM	591	44	153	74
TV	468[1]	53	103	125

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through August 26

	VHF	UHF	TOTAL
Commercial	441	80	521[3]
Non-commercial	33	10	43[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through July 31, 1959

	AM	FM	TV
Licensed (all on air)	3,334	585	468[1]
CPs on air (new stations)	54	43	53[2]
CPs not on air (new stations)	125	160	100
Total authorized stations	3,513	788	669
Applications for new stations (not in hearing)	476	42	54
Applications for new stations (in hearing)	202	27	68
Total applications for new stations	678	69	122
Applications for major changes (not in hearing)	615	28	38
Applications for major changes (in hearing)	112	5	16
Total applications for major changes	727	33	54
Licenses deleted	2	0	0
CPs deleted	1	1	2

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

mod. of cp to decrease ERP to 15 kw, increase ant. height to 550 ft., change trans. location, specify studio location same as trans. location and install new ant.

WOTT Watertown, N.Y.—Granted mod. of cp to change both studio and trans location.

Following stations were granted extension of completion date as shown: KNEV (FM) Reno, Nev. to Dec. 31; WCAW Charleston, W.Va. to Dec. 10; KATY-FM San Luis Obispo, Calif. to Dec. 3; WJUD St. Johns, Mich. to Dec. 23; WPIT-FM Pittsburgh, Pa. to Oct. 31; WRED (FM) Youngstown, Ohio to Sept. 30; WFGM-FM Fitchburg, Mass. to Dec. 31; WTVN-FM Columbus, Ohio to Feb. 29, 1960, and KWWL Waterloo, Iowa to Oct. 16.

Actions of August 17

KXII (TV) Ardmore, Okla. — Granted mod. of cp to change ERP to vis. 214 kw, aur. 107 kw, change trans. location, install new trans. and make changes in ant. system and other equipment; ant. 1,030 ft.

KFI Los Angeles, Calif.—Granted mod. of cp to operate auxiliary trans. by remote control.

KBLU Yuma, Ariz.—Granted mod. of cp to install new trans.

KDB Santa Barbara, Calif.—Granted cp to change ant.-trans. location, studio location, and make changes in ant. and ground systems (decrease height); and operate trans. by remote control from studio location (second remote control point).

Following stations were granted extension of completion date as shown: KXLA Pasadena, Calif. to Dec. 31; KNFM (FM) Midland, Tex. to Nov. 1; KTPA Prescott, Ark. to Dec. 31.

WKAR-AM-FM East Lansing, Mich. — granted authority to remain silent to observe Labor Day, Sept. 7.

WLIR Garden City, N.Y.—Remote control permitted.

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee

Granted petition by KTAG Assoc. (KTAG-TV) Lake Charles, La., for extension of time to Sept. 15 to reply to all responses to its appeal from examiner's ruling in Lake Charles-Lafayette, La., ch. 3 proceeding. Action: Aug. 18.

Granted petition by Broadcast Bureau for extension of time to Aug. 26 to file replies or oppositions to petition for review of examiner's memorandum opinion and order of July 23, and for filing replies to oppositions to Sept. 8 in proceeding on applications of Florida Gulfcoast Bcstrs Inc., et al., for tv stations to operate on ch. 10 Largo, Fla. Action. Aug. 18.

By Acting Chief Hearing Examiner Jay A. Kyle

Granted motion by Buckley-Jaeger Bcstg. Corp. and WHDH Inc. for continuance without date hearing scheduled for Sept. 3. in proceeding on their applications for new fm stations in Providence, R.I., and Boston, Mass., respectively. Action Aug. 19.

Granted petition by Louis M. Neale Jr. for dismissal without prejudice of his application for new am station in North Charleston, S.C., and retained in hearing status remaining applications in consolidation. Action Aug. 20.

Dismissed with prejudice for failure to prosecute application of Mount Lassen Radio and Television Bcstg. Co. for new am station in Red Bluff, Calif. Action Aug. 20.

By Hearing Examiner Charles J. Frederick

Scheduled prehearing conference for Oct. 5 in proceeding on am applications of Tiffin Bcstg. Co. Tiffin, Ohio et al. Action Aug. 17.

By Hearing Examiner Isadore A. Honig

Granted motion by Sherrill C. Corwin (KGUD-FM) Santa Barbara, Calif., for continuance of dates set for exchange of exhibits and for hearing in proceeding on application for modification of cp; continued hearing from Sept. 16 to Oct. 19. Action. Aug. 21.

By Hearing Examiner H. Gifford Irion

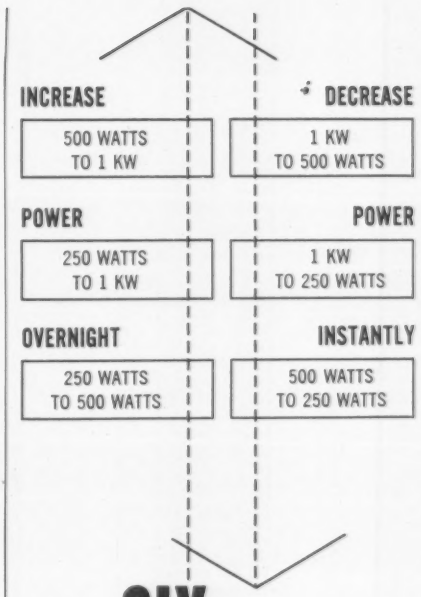
Scheduled commencement of further hearing for Oct. 19 in proceeding on application of Northside Bcstg. Co., for new am station in Jeffersonville, Ind. Action Aug. 24.

Granted petition by Triangle Publications Inc. (WFBG) Altoona, Pa., to re-open record in proceeding on am application and that of Tyrone Bcstg. Co. (WTRN) Tyrone, Pa., to receive three revised exhibits in evidence and closed record. Action Aug. 25.

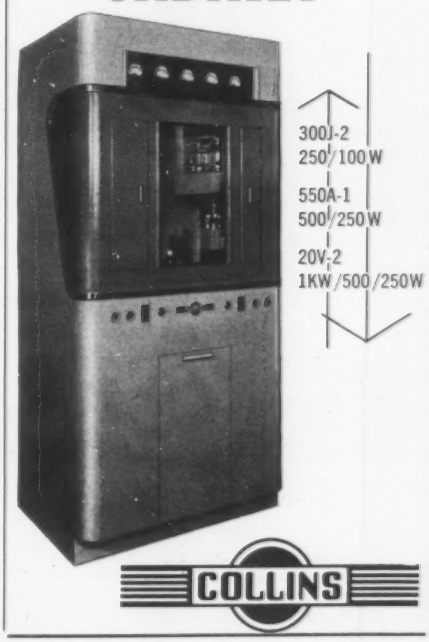
By Hearing Examiner Jay A. Kyle

Granted verbal request of Broadcast Bureau and rescheduled hearing now scheduld for 10 a.m., Sept. 2, for 2 p.m. same date in proceeding on applications of Sheffield Bcstg. Co. and J.B. Falt Jr., for new am stations in Sheffield, Ala. Action Aug. 17.

Reopened record and granted petition by WJPB-TV Inc. for leave to amend application to reflect agreement entered into with Telecasting Inc., in which Telecasting agreed to dismiss its application and WJPB-TV Inc., granted Telecasting option to acquire 50% of its common stock in proceeding on their applications for new tv stations to operate on Ch. 5 in Weston, W. Va.; closed record. Action Aug. 17.



SIX POWER COMBINATIONS IN ONE TRANSMITTER CABINET



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OUR RESPECTS TO . . .

Melvin Martin Bartell

The Bartell Family Radio Group has one of its own to head its WOV New York operation, the first broadcast property acquired by Bartell in the nation's largest market.

He's Melvin Martin Bartell, born in Milwaukee, Oct. 18, 1916, one of four Bartell brothers, energetic and able, whose broadcast experience takes up both ends of a devoted operatic career.

His resonant voice betrays years of training as an actor and as a baritone with an overseas opera company.

But an hour's meeting with Mel Bartell is sufficient to convince the observer that it is as a broadcaster that Mr. Bartell is making tracks.

A bright button in his career is continuing family tradition by putting WOKY Milwaukee on the air as a full-timer on Labor Day of 1950 and running it as general manager and as the vice president of the Bartell group. Mr. Bartell now is president and general manager of WOV, took over officially on Aug. 18, thus dramatizing the entry of Bartell Broadcasters Inc. into the metropolitan New York area—a first in a 13-year history of independent radio broadcasting

It is as if Mel Bartell has been developing his knowledge in preparation for the helm job at WOV.

Knows Italy • For example, the station is noted for its programming 50% of the broadcast day in the Italian language. Mr. Bartell has both academic and practical knowledge of the country, having lived in Italy and sung in many of its finest operas.

New York, as a broadcast town, is cosmopolitan. A cosmopolite and a student of the city, Mr. Bartell here also is eminently qualified.

"I'm glad to be back in New York," he smiles, "It's the most stimulating city in the world, has so many cultural and other opportunities."

Mr. Bartell's musical bents were well underway when upon graduation in 1938 from the U. of Wisconsin with a Ph.B. he traveled to Rochester, N.Y., to enroll in the Eastman School of Music. There he received in 1941 his bachelor of music degree and a performer's certificate.

Radio Experience • His first radio connection was at that time when he worked at WHAM Rochester as a newsman, staff announcer and radio actor. During World War II, Mel Bartell was in the Pacific with Armed Forces Radio. In Tokyo at the war's end, his was the first American voice on the Japanese Network, informing American POWs of the surrender and instructing them as to liberation plans.

Back from Japan, ex-Capt. Mel Bartell was in New York to resume his musical pursuits. While acting in radio shows on Mutual (Carrington Players, who put on serials), he continued voice study. By 1948, he had auditioned for, and sung, a role in "Street Scene," a Broadway musical.

In the fall of '48, Mel Bartell landed with Covent Garden Opera when the general manager was in New York auditioning for the resident company. During that season, the company opened in Dublin and moved off to France, Italy and Austria. (It was then that he lived for nine months to a year in Milan).

By 1950, his brothers Bartell in the U.S. were applying pressure on Mel Bartell to leave the operatic road and come home and "settle down" in the broadcast business. As he smilingly recalls, "it was almost coercion." His brothers are Gerald, president of the Bartell group; Lee, managing director of the group and manager of KCBQ San Diego, and David, general counsel, in Milwaukee.

There's a similarity between Mel Bartell and his older brother Gerald, who heads the Bartell Group. They are nearly the same age, Jerry being 2½ years older than Mel. They have this in common: in their youth, they studied at the same university (U. of Wisconsin), trained at the university-owned WHA Madison and acted on radio at school and in network serials.

BARTELL BROTHERS' MEL
Made to order for WOV

(The Bartell family took over its first station in 1947, then a daytimer on 1430 kc which later moved to 920 kc and went fulltime in 1950. That was WOKY Milwaukee, the fount for other station additions, and an operation keyed to research and talent promotions.)

(The Bartell Group of six radio stations in major markets also includes WAKE Atlanta, WYDE Birmingham and KYA San Francisco, plus Bartell International, which operates tv stations in the West Indies).

Still Sings • Though his energies now are directed to broadcasting, his singing career hasn't been shelved. He has made a few appearances in Milwaukee with the local opera company, sang in "Tosca" last April and hopes to continue his musical work.

He is president of the Florentine Opera Company, past president and board member of the Civic Music Assn. and on the executive board of Miller Theatre (arena stage that is known nationally), all in Milwaukee.

His comments are brief but to the point. On radio, he says: It is for the whole family, with music for the family. The concept of the Bartell Group is something of interest for everybody, of music, features, news and editorials. At WOV the Bartells hope to develop the facility to its greatest potential.

"As a real companion, radio has become important as a service and information channel—it literally reaches the most people in the shortest time." He says there's proof enough in the very existence of Conelrad, the radio network warning system.

On Music • Music has the effect of "civilizing." For the children it provides the "sensitivity and discipline" developed in a musical organization.

Mr. Bartell expands a bit on his theory of music as a therapy for children. He believes participation in an orchestra or other musical organization can be used as a safety valve for youngsters to blow off steam—"Give a kid a horn to blow," he advises, continuing, "There's the aspect of consideration of others when playing an instrument in a musical organization."

Mel Bartell married the former Dorothy Kinkel, a Coloradan, in 1942. That was during his army singing tour. A pianist, Mrs. Bartell filled in as his accompanist in Cheyenne when his own pianist had "shipped out."

The Bartells have purchased a home in Scarsdale, N.Y., a Westchester County suburb of New York City. Their children are Stephen 13, and Gregg 2.

The play off

ONE of the most persistent and odious rumors that radio has to contend with can be summed up in the word "payola." The charge that stations, and especially their deejays, are in the pay of record companies—companies offering money and other worldly goods to insure the plays needed to turn their releases into big sellers—has been made so often and so indiscriminately that the unwitting might think the blight afflicts the entire industry.

It is a rumor that badly needs tracking down. If true, this fact should be brought into the open and dealt with. If not true, its falsity should be demonstrated.

This magazine has made a start in that direction. It assigned a team of reporters to make an investigation which has extended over many weeks. Their report is presented elsewhere in these pages. It is not conclusive, nor was it intended to be; a conclusive report would have to be based on an investigation at virtually every station. But it is a start which stations individually should pursue to its logical end—their own operations.

Readers of this report can hardly fail to reach the conclusion that the opportunities for payola are abundant. It is also obvious that some personnel succumb to the blandishments of pay-for-play promoters. But there is no evidence that the practice is anywhere near as widespread as the nagging rumor would make it seem. To the contrary, there is much evidence that music policies, record-selection systems and other controls employed at many major stations constitute a barrier which can be surmounted only with ingenuity if at all.

No general investigation, however, no matter what the findings, can do the job that needs doing on payola. The task can be finished only by the stations themselves. Each management should undertake a thorough investigation of its own. If payola is found, it should be eliminated and safeguards erected against recurrence. Programming responsibility belongs to the station; so does commercial responsibility. Management cannot shirk one, and it should not wish to have diluted the profits that go with the other.

The last test

IT is a part of our daily job to read a bushel of publicity releases distributed by radio and television stations.

Many of those releases are based upon claims of journalistic enterprise. Station WZZZ will report, and hope to see it printed, that it was first on the air with the news of a bank robber's capture. KYYY will announce that its mobile unit got to an accident scene before the ambulance arrived.

Good for WZZZ and KYYY, we say. Spot news is important, and the medium which consistently reports it first—with accuracy—is bound to become the medium which most people turn to consistently when they want to know what's going on at that moment.

But spot news alone does not make a mature medium of journalism. There is more to contemporary history than the denting of a fender at Main and Elm. Indeed most of the news worth the public's attention today cannot be gathered by chasing the calls on the police radio. The issues, the events, the personalities which are apt to have an important effect on the lives of the people will remain obscure unless illuminated by competent journalists. Are we arguing for more news-in-depth, more extensive digging, more careful presentation of the news on radio and tv? We are indeed. But even more we are arguing for a general improvement in the attitude of radio and television management toward its news responsibility.

On the evidence at hand, it is not unkind to say that the prevailing attitude of broadcast management toward news is flabby. With exceptions made the more conspicuous by the lethargy of their fellows, broadcasters have ignored their biggest chance to assert their position in the world of journalism. In a fight for a change in a law which pertains exclusively to radio and television, newspapers have carried the attack while most broadcasters stayed at home counting their money.

We refer, of course, to the fight for relief from Sec. 315, the political broadcasting law.

THE principle at stake in the controversy over Sec. 315 is fully understood by newspaper editors. It is the principle of forbidding government to exercise control over journalistic expression. The principle is so basic that it was written into the very first part of the Bill of Rights by the founders of the American government.

For all the quarter-century it has been a law, Sec. 315 has denied broadcasters the right to cover political campaigns intelligently. It was written, and has been retained, by legislators who were willing to flout the First Amendment for the selfish purpose of laying claim to time on the air to advance their own candidacies.

In the past few months more than 500 daily newspaper editorials have argued for reform in Sec. 315.

In the same time one network, CBS, and perhaps a dozen stations have broadcast editorials on the subject. Another score or so of broadcasters have gone on record with the House and Senate to urge relief. If others have privately advised their legislators of a desire to change the law, we are unaware of it.

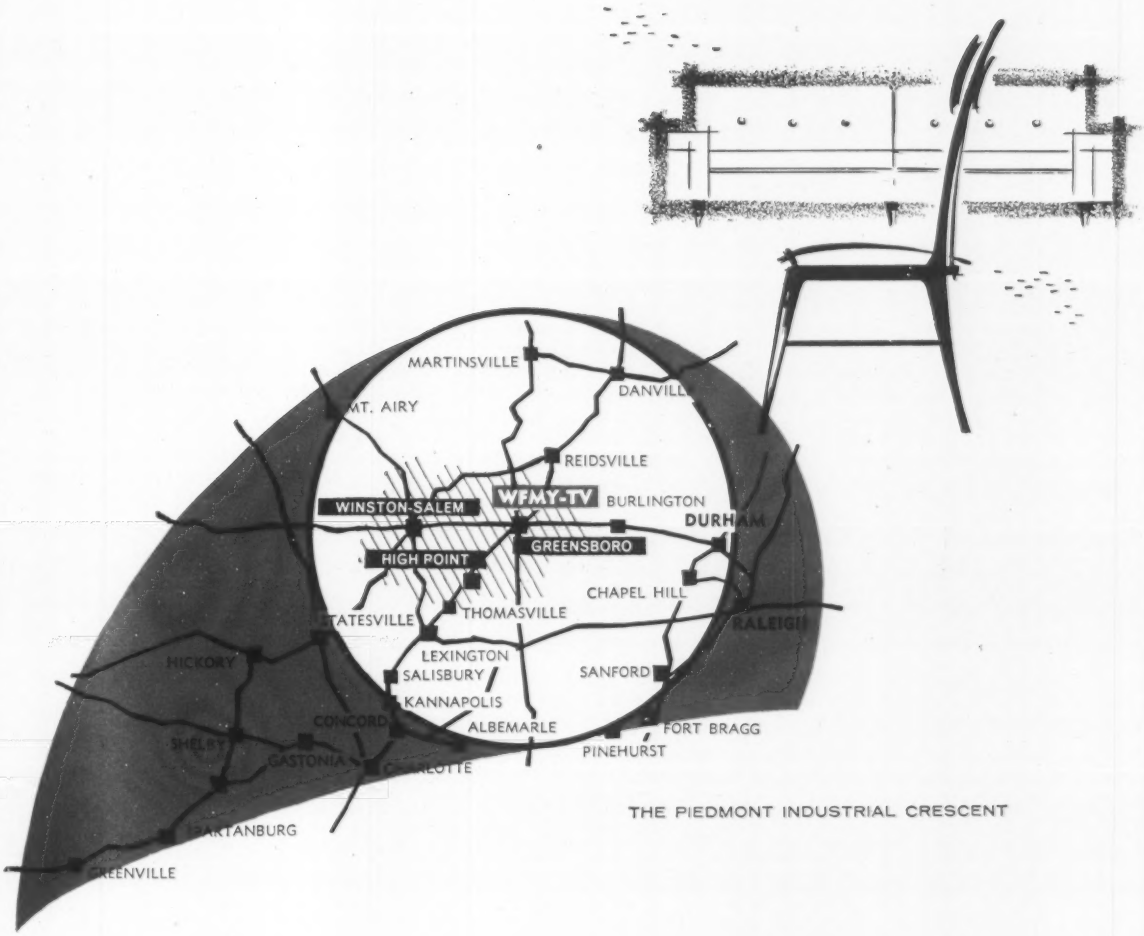
A conference committee of Senate and House has now proposed a compromise amendment to Sec. 315. It is not the relief which must be ultimately won if broadcasting is to become a true instrument of journalism. But it is an improvement over the existing law.

The amendment faces opposition on the floor of both Senate and House from legislators who are unwilling to relinquish their control over radio and television. The test may come this week. There is no time for leisurely letter writing. Broadcasters who pretend to be involved in journalism should telegraph their support to their senators and congressmen.

If the managers of WZZZ and KYYY dispatch those wires now, their future reports of being first with a flash or speediest with an accident report will have more meaning.

Drawn for BROADCASTING by Sid Hix

"I'm getting awfully tired of all the violence on tv."



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